



Prosperity Life Group® Names Industry Veteran Mark Williams VP, National Accounts

AUSTIN, TEXAS | (January 6, 2026)

Prosperity Life Group, an insurance, reinsurance, and asset management organization, today announced the appointment of Mark Williams as VP, National Accounts. Williams joins Prosperity Life Group from Brokers International, most recently serving as CEO & President for 11 years.

Williams draws on more than 30 years of experience delivering annuity and life insurance solutions across the independent distribution channel. His background includes serving as President of GamePlan Financial Marketing, LLC, where he spearheaded the company's strategic vision and developed transformative marketing initiatives for independent financial professionals.

"Mark's leadership and industry experience are unmatched," said Dan Farrelly, SVP, Head of Annuity Distribution. "The annuity and insurance business is built on relationships. This is where Mark will shine by dedicating his full focus to working alongside our IMO partners to get in front of distribution and drive sales growth."

As VP, National Accounts, Williams will lead strategic relationships with national distributors and IMO partners, support long-term growth initiatives across product lines, and mentor financial professionals as they navigate an evolving insurance landscape.

About Prosperity Life Group

Prosperity Life Group is a US-centric Life Insurance organization offering life and annuity insurance, reinsurance, and capital solutions. Life and annuity products are underwritten by SBLI USA Life Insurance Company, Inc., Shenandoah Life Insurance Company, S. USA Life Insurance Company, Inc. and National Western Life Insurance Company. Together, these companies have been serving individuals and their families for over a century by providing life insurance and asset accumulation to help them achieve their goals.

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