



Prosperity Life Group appoints industry veteran Rona Guymon as President, Retail Life and Annuity

Industry veteran brings 28+ years of insurance leadership from Nationwide and Protective Life

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Prosperity Life Group today announced the appointment of Rona Guymon as President, Retail Life and Annuity. In this newly created role, Guymon will lead the company in pursuit of its primary strategic goal – to grow its retail life and annuity business. She will head all retail distribution, including national accounts and marketing efforts, while driving competitive product and new business focus to grow Prosperity’s market share. Guymon will report directly to Michael Ferik, Chief Executive Officer.

“Rona is a transformational leader with an exceptional track record of building high-performing distribution teams and driving growth at some of the industry’s most respected companies,” said Ferik. “Her deep expertise across all distribution channels, combined with her passion for delivering profitable growth, makes her the ideal leader to accelerate our retail growth strategy. We are thrilled to welcome her to Prosperity Life Group. Recruiting someone of her caliber underscores our commitment to attracting and retaining world-class talent and driving future growth.”

Guymon joins Prosperity Life Group from Nationwide, a Fortune 100 company and top 10 seller of annuity products in the United States, where she served as Senior Vice President of Annuity Distribution. In this role, she was responsible for distributing annuities across all channels, including broker/dealers, banks, independent marketing organizations (IMOs), registered investment advisors, and technology platforms. Under her leadership, her team implemented significant structural changes that delivered best-in-class efficiency while consistently exceeding sales goals.

Prior to Nationwide, Guymon spent thirteen years at Protective Life in progressively senior roles, including Vice President of Business Development, National Sales Manager, Divisional Sales Manager, and Regional Wholesaler. Her comprehensive experience spans marketing, operations, training and sales across mutual funds, annuities, and life insurance.

“I am honored to join Prosperity Life Group at such an exciting time in the company’s growth journey,” said Guymon. “The combination of Prosperity Life Group’s strong product portfolio, commitment to financial professionals, and the strategic support of JAB Insurance creates a tremendous platform for growth. I look forward to working with the talented team to expand our distribution capabilities and deliver exceptional value to our partners and their clients.”

Guymon is a recognized industry leader and frequent speaker at major conferences, including the IRI Annual Conference. She is deeply committed to broadening the reach of financial services through inclusion and belonging and has been a vocal advocate for serving the unique financial planning needs of underserved communities. She currently serves on the boards of 6Stride and St. Mary’s Food Bank, Phoenix’s largest food bank.

About Prosperity Life Group

Prosperity Life Group is a US-centric Life Insurance organization offering life and annuity insurance, reinsurance, and capital solutions. It has capabilities to operate in offshore markets, including Cayman and Bermuda. 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 products to help them achieve their goals.

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