Northwestern Mutual's #WomanWithAPlan Celebrates Planning as the Main Ingredient in Recipe for Success

Social media campaign honors the achievements of women who plan, achieve and succeed

MILWAUKEE, March 18, 2015 /PRNewswire/ -- This *Women's History Month*, Northwestern Mutual is honoring the accomplishments of ambitious women who believe nothing can stop a #WomanWithAPlan. The social media campaign reveals that although each woman's recipe for success is unique, all successful women have one thing in common: a plan.

You're invited to share your own recipe for success and learn more about #WomanWithAPlan by following Northwestern Mutual on Facebook, Twitter and Pinterest.

"Time and again we've seen women are most successful when they visualize their goals and follow a comprehensive plan to achieve them," said Jo Eisenhart, Northwestern Mutual's senior vice president of human resources. "Whether her goal is to run a marathon or to own her own company, nothing can stop an ambitious woman when she has the vision and the plan to make her dreams come true."

Honoring the vast and diverse accomplishments of women who have found success through planning, this year's campaign highlights the following women:

Christina Daves, best-selling author and owner of PR for Anyone
Stephanie Heinatz, CEO and founder of Consociate Media
Ashley Tyrner, owner of Farmbox Direct
Margalit Ward, co-founder of Get Up Girl Women's Coaching

Northwestern Mutual also celebrates its many female leaders who are examples of the power of planning for success. This month, the following executive women will share their own unique path to success through deliberate planning through social media:

Meg Jansky, Vice President of Field Integration
Nichole Lecher, Director of Strategic Philanthropy and Community Relations
Rebecca Porter, Director of Planning and Resource Management, Operations and Technology
Beth Ridley, Director of Market Strategy, Education and Promotion

For more information on how Northwestern Mutual empowers women to plan to achieve their full potential, check out INSPIRE360.

About Northwestern Mutual
Northwestern Mutual has been helping families and businesses achieve financial security for nearly 160 years. Our financial representatives build relationships with clients through a distinctive planning approach that integrates risk management with wealth accumulation, preservation and distribution. With more than $217 billion in assets, $26 billion in revenues and more than $1.5 trillion worth of life insurance protection in force, Northwestern Mutual delivers financial security to more than 4.2 million people who rely on us for insurance and investment solutions, including life, disability and long-term care insurance; annuities; trust services; mutual funds; and investment advisory products and services.

Northwestern Mutual is the marketing name for The Northwestern Mutual Life Insurance Company, Milwaukee, WI, and its subsidiaries. Northwestern Mutual and its subsidiaries offer a comprehensive approach to financial security solutions including: life insurance, long-term care insurance, disability income insurance, annuities, investment products, and advisory products and services. Subsidiaries include Northwestern Mutual Investment Services, LLC, broker-dealer, registered investment adviser, member FINRA and SIPC; the Northwestern Mutual Wealth Management Company, limited purpose federal savings bank; and Northwestern Long Term Care Insurance Company.

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