

## Northwestern Mutual on Pace to Recruit More Than 5,000 Financial Representatives in 2012

MILWAUKEE, Sept. 10, 2012 /PRNewswire/ -- Northwestern Mutual today announced that the company's recruiting is up 13 percent, putting the company on pace to [recruit more than 5,000 financial](#) representatives in 2012. While job creation and employment top the nation's agenda, Northwestern Mutual continues to hit its recruiting targets for the year as part of its largest ever recruitment effort. The company has recruited approximately 4,300 representatives through August.

(Logo: <http://photos.prnewswire.com/prnh/20120126/CG42140LOGO>)

According to Steven Mannebach, vice president with Northwestern Mutual, the company's recruiting achievement is a significant bright spot as the national unemployment rate for September slightly declined to 8.1 percent, according to job figures released last Friday.

"While the job market continues to be a challenge, there is a growing sector that proves to be a good opportunity for job seekers – the financial advice industry," said Mannebach. "We're seeing the demand for financial professionals continuing to steadily climb, especially as baby boomers slowly approach retirement. However, while the need for financial professionals has been increasing, the talent gap has not filled in."

Mannebach added that he often hears about how difficult it is to start a career, but what he hears less about is parts of the job market that defy the national trend.

"We have seen an increasing need for financial professionals, and we set these recruitment targets to keep up with this need and the market," he said. "With access to a network of specialists, Northwestern Mutual financial representatives help clients identify and address financial needs using a wide range of insurance and investment products and solutions."

Mannebach also notes that the company's recruiting effort is in direct response to the rising demand for Northwestern Mutual's tailored planning approach, and its asset protection, growth and savings solutions.

The success of Northwestern Mutual's recruiting efforts come on the heels of the company recently announcing that its risk product sales are up substantially year-to-date. Sales of life insurance policies have increased roughly nine percent over the comparable period last year. Sales of disability insurance and long-term care have both seen double-digit gains over the same period last year – with disability up 15 percent and long-term care insurance climbing 13 percent.

"The market has certainly come to us – and our recent sales numbers support our recruiting efforts," says Mannebach. "Building a pipeline of talent to meet this demand is a top priority for us."

In February, Northwestern Mutual announced its plan to add more than 2,000 [financial representatives](#) and 3,000 [financial representative interns](#) in 2012 – the company's largest-ever recruiting effort in its 155-year history.

Career seekers can contact a nearby Northwestern Mutual office to learn more about a financial representative career by visiting: <http://www.northwesternmutual.com/find-an-office.aspx>.

### Company Receives Numerous Honors

Northwestern Mutual was recently named among the "World's Most Admired" life insurance companies by FORTUNE® magazine in 2012. (FORTUNE® magazine, March 2, 2012)

According to J.D. Power and Associates' 2012 U.S. Financial Advisor Satisfaction Study, Northwestern Mutual's financial representatives are some of the most satisfied in the industry.

For 15 consecutive years, Northwestern Mutual's internship program has been ranked among the top 10 in America, according to Vault Guide to Internships.

(1997-2011 : Top 10 internships 1997-2000, 2011. Top 10 Financial Internships 2010-2011)

**Watch Videos About Northwestern Mutual Careers on YouTube**

## About Northwestern Mutual

The Northwestern Mutual Life Insurance Company – Milwaukee, WI ([Northwestern Mutual](#)) – among the "World's Most Admired" life insurance companies in 2012 according to FORTUNE® magazine – has helped clients achieve financial security for more than 155 years. As a mutual company with \$1.2 trillion of life insurance protection in force, Northwestern Mutual has no shareholders. The company focuses solely and directly on its clients and seeks to deliver consistent and dependable value to them over time. Northwestern Mutual and its subsidiaries offer a holistic approach to financial security solutions including: [life insurance](#), [long-term care insurance](#), [disability 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](#); and [Russell Investments](#).

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For further information: Jean Towell, +1-800-323-7033, [mediarelations@northwesternmutual.com](mailto:mediarelations@northwesternmutual.com)

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