

# Northwestern Mutual Launches New Veteran Recruiting Initiative

Company focuses recruiting efforts on military veterans; provides resources and training

MILWAUKEE, Sept. 12, 2013 /PRNewswire/ -- Northwestern Mutual announced today a new recruiting effort targeted to veterans. It includes an increased presence at military veteran career fairs and online resources for veterans looking to make a career transition at [www.northwesternmutual.com/military](http://www.northwesternmutual.com/military). The new initiative leverages locally based training programs and continuing education opportunities.

(Logo: <http://photos.prnewswire.com/prnh/20130206/CG55426LOGO>)

According to the Bureau of Labor Statistics, the most recent wave of veterans (categorized as Gulf war-era II, who served from September 2001 through now) face a 10% unemployment rate versus the national average for non-veterans at 7.2% (as of September 2013). However, Northwestern Mutual has found that many vets facing this difficult employment environment see a compelling and desirable option in pursuing a career as a financial representative.

"Former soldiers are finding their skills highly transferrable to careers as financial representatives," said Steve Mannebach, vice president – field growth and development at Northwestern Mutual. "And given their strong leadership qualities, discipline, motivation and desire to help others, we have seen that military veterans are exceptional candidates."

Northwestern Mutual provides veterans with the opportunity to lead a practice and fill an important role—helping people and their families achieve financial security. They also have the opportunity to be an entrepreneur, while continuing to serve and help people.

"The independence, flexibility and opportunity to really take control of your career are tremendous motivating factors to becoming a successful financial representative," said Mark Perrault, U.S. Air Force veteran and Northwestern Mutual financial representative from Colorado Springs, CO.

Robert Nuno, U.S. Army veteran and Northwestern Mutual wealth management advisor from Coral Gables, FL, added, "With this career, I am self-employed in the service of others while having the flexibility and ability to be well compensated for something I am passionate about."

[Northwestern Mutual's newly launched military recruitment website](#) highlights opportunities for interested veterans, including training and development programs, rewards and benefits, as well as testimonials from veterans who made the transition.

## Veterans Looking for a Career Change

Northwestern Mutual expects that 75% of newly recruited financial representatives will be professionals seeking a career change – a group that often falls in the same age range as military veterans looking for a career path after leaving the service.

"We have seen a strong, nationwide demand for Northwestern Mutual's holistic planning approach," says Mannebach. "Motivated, passionate individuals will find that now is the perfect time to look into a career in the world of financial planning."

Military veterans can learn more about a financial representative career by also contacting a nearby Northwestern Mutual office. Visit <http://www.northwesternmutual.com/find-an-office.aspx> to find a local office.

## Company Receives Numerous Honors

Northwestern Mutual received numerous honors in 2013, including being named one of the "World's Most Admired" life insurance companies by FORTUNE® magazine.

The company also received the following recognitions:

Recognized in *Training Magazine's* "Training Top 125" as having one of the best training and development programs in the country. (February 2013)

Has the highest financial strength ratings awarded to any life insurer by all four of the major credit rating agencies.: A.M. Best Company A++ (highest), 4/2013; Fitch Ratings AAA (highest), 8/2013; Moody's Investors Service Aaa (highest), 7/2013; Standard & Poor's AA+ (second highest), 6/2013. Ratings are subject to change. Named a "[Best Place to Work in 2013](#)" and a recipient of the Employees' Choice Award by Glassdoor.com. (December 2012)

Recognized as a top 10 biggest independent broker-dealer, as measured by total annual revenues, in leading investment industry publications *Investment Advisor* magazine (June 2013), *Financial Planning* magazine (June 2013) and *Financial Advisor* magazine. (April 2013)

Ranked first in the insurance industry and 17th overall among service companies in *Selling Power Magazine's* annual "[50 Best Companies to Sell For Now](#)" list. (November 2012)

### **Learn more about Northwestern Mutual Careers on YouTube**

[A Day in the Life: Recent College Graduate @ Northwestern Mutual](#)

[A Day in the Life: Financial Representative Intern @ Northwestern Mutual](#)

[A Day in the Life: Career Changer Joining Northwestern Mutual](#)

### **About Northwestern Mutual**

Northwestern Mutual is among the "World's Most Admired" life insurance companies in 2013 according to FORTUNE® magazine and has helped clients achieve financial security for more than 156 years. As a mutual company with \$1.4 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 is the marketing name for The Northwestern Mutual Life Insurance Company, Milwaukee, WI, and its subsidiaries. Northwestern Mutual and its subsidiaries offer a holistic 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; Northwestern Long Term Care Insurance Company; and Russell Investments.

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

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