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## **FIDUCIARY DECISIONS ANNOUNCES REORG TO MEET GROWING CLIENT BASE**

Fiduciary Decisions (FDI), the retirement plan industry's leading benchmarking firm, has announced a reorganization to meet growing client demand for their new services. The expanded offering has resulted in a wider institutional and retail client base deploying new solutions including plan design, rollover recommendation and a Research Division. FDI's focus on delivering solutions that help Americans retire successfully is driving the expansion and diversified revenue streams. 2022 new sales are forecasted to be double the historically high 2021 results.

*"When we started out in 2007, offering just benchmarking services, we always anticipated that we could build other product lines to help service providers, plan sponsors and participants make better decisions about their retirement plans." said Tom Kmak, co-founder and CEO of FDI. Now that we have multiple service lines, it's time to expand and organize our team to meet the growing demand for these services from our existing clients, as well as new clients that will need help."*

First, Kmak noted that Matt Golda is named as Chief Product Officer with the responsibility for not only the Product Managers of the various service lines, but also the Technologists that help build those services. Matt has been an employee of Fiduciary Decisions since its inception in 2008 and was instrumental in establishing many of the methodologies and patented processes FDI uses today. During this tenure at the firm, Matt has managed or had responsibility for operations, technology, and client success functions at the firm.

*"By bringing technology and product under the same reporting line, I am excited to increase efficiency and improve speed in our development efforts, while continuing to bring to market innovative products that offer new solutions to the marketplace and address key client needs."*

Next, Tom noted that they have hired a Chief Marketing Officer to help explain the merits of the various services to clients and prospects. Chris has led marketing for Sony Music working with artists such as Britney Spears, and Usher. He has been Chief Marketing Officer of the American Kennel Club bringing over 45% growth to the company and helped developed new business units such as WOOFipedia, AKC Marketplace and their entry into wearable technology, Link AKC. In the financial services industry, Chris has worked with wealth managers and venture backed FinTech plays that have had dramatic growth and he has been the face of some of those brands representing them on Fox Business, CNBC, and HBO.

*"I'm ecstatic at the opportunity to join Fiduciary Decisions and to head up the marketing initiatives. We are blessed with incredible product and research, and to have the opportunity to craft the messaging and get the word out on Fiduciary Decisions will be an incredible experience and honor. The chance to work with this dedicated and passionate team to bring transformational technology, services and actionable insights to retirement industry professionals is hugely exciting for me. I've been impressed with the growth trajectory and I'm excited to get to know everyone and help them with whatever is required to make FDI's clients be successful."*

Kmak also noted that Mike Narkoff will continue as Chief Revenue Office leading the firm's overall business development strategies, a vital position given the new services lines Fiduciary Decisions has developed. Mike brings over 30 years of successful executive leadership in both the advisor and institutional marketplaces. Kmak notes that 2021 and YTD 2022 represented historical growth for the organization, particularly with adoption of FDI's DOL PTE 2020-02 rollover recommendation solution. To that end, Mike Narkoff, noted the following:

*"When I joined FDI 2 years ago, I had the advantage of being a long-time client and fan of the firm and its people. The success we have had and continue to have reflect the strength of our remarkable leadership team and our associated to innovate and enter new markets. While 2021 was a great year, we are on pace to double those results in 2022 and 2023 looks even brighter."*

Next, Kmak has named Kathleen Connelly as Chief Client Officer. Kathleen has a rich history of being a senior executive with some of the most prestigious firms in this industry, including T. Rowe Price, JP Morgan and Ascensus. In all these roles, she was responsible for helping those firms provide critical client services to both plan sponsors, participants and even advisors.

*"I am looking forward to leading the Client Success Team and partnering more directly with our recordkeeping, advisor, and RIA clients. Our customers are the leading service providers in the retirement space and committed to delivering the strongest outcomes for their plan sponsors, participants, and individual investors. The position gives me the opportunity to collaborate both strategically and tactically with our Client Success Team and these key service providers to grow and protect their businesses. In the current environment of regulatory change, increasing litigation, and market volatility, I am excited to lead the team committed to assisting our clients successfully deploy our data analytics, services, and solutions. Throughout my career, working with clients, and the teams that serve them, has been the most rewarding part of my career."*

Finally, and Kmak notes that last does not mean least, Craig Rosenthal has been named Chief Administrative Officer and Head of Research. Craig has been instrumental in the success of the firm since he joined FDI shortly after it was founded in 2007 and he has helped with sales, service and the management of the various services and clients FDI has today. Regarding his new role as Chief Administrative Officer, Craig added the following:

*"When Matt, Tom and I started out, we had only one service: Benchmarking. But now, we have four other services that are designed to address "thorny" issues in our industry that require an independent and comprehensive decision support system. When you combine that, with our planned improvements in benchmarking, the whole team realizes we need to execute better. Thus, Tom and I have been working closely to provide our firm with an alignment structure that makes sure "we get things done" without becoming bureaucratic."*

As for his Head of Research role, Tom noted the following: *"Craig has been emphasizing for some time now that we should build a Research division. For example, we have 325,000 CURRENT Investment Lineups covering every market segment and every asset class. Another example is we have 91,000 participation rates across 24 different industry codes. We can use this data for the benefit of our clients, their clients and the industry, in a professional and blinded manner, as always."*

In summary Kmak said: *"Given all the lawsuits, regulations, and trust issues, we believe our focus on building decision support systems that are independent, comprehensive, and actionable has never been more vital to the retirement industry. We are proud of where we have come from, but we have more work to do to make sure our clients help their clients provide Retirement Security to so many millions of Americans."*

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### **About Fiduciary Decisions**

Fiduciary Decisions is recognized as one of the industry's leading services for independent, comprehensive, actionable decision support systems for retirement plans. Started in 2007 by several industry experts, the company now has hundreds of clients, including some of the biggest and most respected names in the Financial Services Industry. For more information about Fiduciary Decisions and their various services, visit [www.fiduciarydecisions.com](http://www.fiduciarydecisions.com)

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