

BILL BELL

LIFE INSURANCE DIVISION

VICE PRESIDENT

ADVANCED DESIGNS UNIT

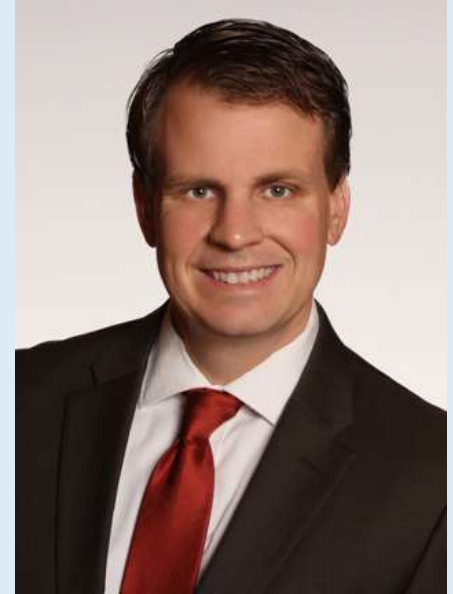
EDUCATION Juris Doctorate degree (J.D.)
Master of Business Administration Degree in Finance from Pepperdine University
Bachelor's degree in history from the University of California at Santa Barbara

BUSINESS HISTORY Bill Bell is the Vice President and leader of Pacific Life's Advanced Designs Unit, a highly recognized team of advanced marketing experts for the life insurance industry. A sought-after speaker, Bill has presented to prestigious life insurance producer groups and financial institutions such as National Financial Partners (NFP), M Financial, Lionstreet, First Financial Resources (FFR), Wells Fargo, UBS, Morgan Stanley Smith Barney, and Bank of America. He has also been featured or authored articles in national publications such as The National Underwriter and Best's Review.

Bill joined Pacific Life's Advanced Designs unit in 2003. He had previously worked at the Law Offices of Jon A. Kodani, a law firm in Santa Monica, California, specializing in property and casualty subrogation claims.

Outside of work, Bill enjoys spending time with his wife, Audrey, and two sons, Leo and Matthew. He coaches youth soccer and is an avid fan of the Los Angeles Angels of Anaheim, the Los Angeles Lakers, and UCLA football.

GENERAL Active member of industry-related organizations
California State Bar Association
AALU



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