

John Yocum

Sales Vice President

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John Yocum serves as Sales Vice President for the Highland Capital Brokerage–Mid-Atlantic office. With more than 20 years of experience in the banking and sales industry, John’s primary responsibility is to assist independent financial and institutional advisors grow their business with high-net worth clients. John, together with his team of professionals in the Philadelphia office, serves as a resource for customized life insurance, disability and long term care insurance. In addition he has successfully established relationships with key trust companies and is therefore able to serve as a key resource in the Trust Owned Life Insurance marketplace.

Prior to joining Highland Capital Brokerage in 2003, John served as the Eastern Regional Sales Director for King Pharmaceuticals. Under John’s leadership, the annual sales for the pharmaceutical distributor grew over one billion dollars. While in that position, he was able to expand and deepen market penetration by recruiting additional sales representatives and growing the sales team from 30 to over 1,200. Prior to King Pharmaceuticals, John worked for National Commerce Bank Corporation, where he was instrumental in expanding the banks’ presence into Northern Georgia. During his employment with the bank, John also opened several new branches for a new division of National Commerce Bank Corporation, First Market Bank.

A business graduate of Roanoke College, John and his wife Beth live with their two daughters in Malvern PA. He is a member of Overbrook Golf Club, and enjoys golf, cycling and snow skiing in the winter months.

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ABOUT HIGHLAND CAPITAL BROKERAGE

Highland Capital Brokerage is committed to partnering with financial advisors and insurance professionals using our core competencies of life insurance, annuities, and long-term care. We distinguish ourselves by providing point-of-sale support, advanced marketing, and creative estate and business planning techniques. We provide these services in an efficient, client-focused environment that extends to carrier and product expertise, underwriting negotiation, and complete back office processing. For more information, visit www.highlandbrokerage.com.

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