

# Marty Dooley

*Founding Principal*

Highland Capital Brokerage Heartland-Milwaukee

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Marty Dooley serves as Founding Principal for the Highland Capital Brokerage Heartland - Milwaukee office. Marty has been in the insurance brokerage business since 1985 when he began his career with UNUM as Disability Sales Consultant in the Chicago Regional Sales office. In his four years of service at UNUM he won numerous sales awards and was selected as the youngest candidate to enter the Management Training Program.

In 1989, Marty joined Great-West Life's Chicago Brokerage office as a Senior Marketing Representative for the individual products division. During his two-year tenure he was twice recognized as both the Proficiency and New Producers Leader among his peers. By 1991, Marty was awarded the Branch Manager position in the Great West Life

Milwaukee field office.

In connection with Great-West's exit from the individual products market in 1992, Marty formed Great Midwest Brokerage Corp. (GMB) as an independent Brokerage General Agency. He was also a Founding Member of, and a shareholder in, the Advantage Insurance Network (AIN). Marty served as President of GMB and was a Board Member of AIN through its acquisition by Allmerica Investments in 1999.

Marty merged GMB Corp. with Highland Capital Brokerage in January 2002 and presently operates the firm's Milwaukee operations. The firm currently employs 15 staff members in both Wisconsin and Michigan. HCB Milwaukee provides wholesale insurance services to financial services professionals in the Upper Midwest.

Marty is a 1985 graduate of Marquette University. He is a member of AALU, the Society of Financial Services Professionals, NAIFA, and has previously held affiliations with both HIAA and GAMA. Marty has served on various committees and advisory boards with both HCB and its partner carriers over the past 10 years. He has written for numerous industry periodicals and has been a speaker at a variety of insurance-related functions.

Marty is married to Lynn Dooley and the couple has three children, Jenna, Megan and Jackson. He lives in Franklin, Wisconsin, where he is active in youth sports and school-related organizations.

## 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](http://www.highlandbrokerage.com).

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