

Greg Zahn

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Greg Zahn, MBA, serves as Assistant Vice President, Institutional Distribution at Highland Capital Brokerage. He develops, markets, and manages Highland's straight-through processing (STP) and other industry-leading field technologies for Highland's national institutional and property & casualty (P&C) relationships. In addition, Greg develops new relationships within the P&C marketplace.

Prior to joining Highland, Greg served as Senior Vice President at NB Signature Insurance Solutions as well as National Brokerage in Tampa, Florida. In both of those roles, he provided oversight and sales team management, as well as marketing and strategic initiative support.

Prior to that, Greg served as the Regional Sales Manager at National Brokerage. In this role, he worked closely with key accounts including, P&C/Benefits agencies, super regional institutions, credit unions, wealth management firms and independent producers on strategic growth and marketing initiatives. He recruited new business from independent life insurance producers nationwide, which included directing the entire sales process from compensation and underwriting negotiations to marketing collateral creation and policy quotes. Greg also worked closely with carriers to coordinate collateral and provided training and point-of-sale assistance.

Greg received his Bachelor of Science in Marketing from Florida State University (FSU) in Tallahassee, Florida and a Masters of Business Administration specializing in marketing, management, and finance from the University of South Florida, Tampa.

Greg and his wife Lisa live in Tampa, Florida. They enjoy outdoor activities including kayaking, fishing, golfing and the occasional trip to Tallahassee in the fall to watch a FSU football game.

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.

