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an InvestmentWires' Publication

Thursday, October 17, 2019

Pinto Hires a Right Hand

John Pinto has hired a veteran defined contribution sales executive to fill a key top job.

Matt Mintzer confirms that he joined **Pentegra** on Tuesday as executive vice president. Mintzer reports directly to Pinto, the White Plains, New York-based firm's president and CEO.

In his new role, Mintzer will oversee sales and marketing, client services, and operations. His team will include: **Rich Rausser**, senior vice president of client services; **Pete Swisher**, senior vice president and national practice leader; and **John Schafer**, vice president and national sales director. Pinto served as executive vice president before rising to CEO six years ago.

Mintzer most recently served as a principal at **Eyes Up Consulting**, and he had done consulting work with Pentegra for about a year, he confirms.

"Matt has a solid understanding of our products and markets," Pinto states. "His clear vision for integrating technology through the customer experience is exactly what Pentegra needs as we enter the next chapter of our business, as we've already seen in the development of our exciting [partnership with ADP](#)."

Pentegra has a "great culture," Mintzer tells **401kWire**, and joining the firm "made a lot of sense." He notes the increasing importance of 3(16) fiduciary administration services, a specialty of Pentegra's.

"Even though 3(16) has been in the ERISA code since the beginning, it's been woefully overlooked," Mintzer says. Pentegra, he adds, was "created to be that fiduciary 75 years ago. We're America's oldest independent fiduciary."

Looking ahead, Mintzer hints at online upgrades involving customizable, interactive video.

"We're also doing some things on the digital marketing front that I'm super excited about," Mintzer says.

An alumnus of Penn State University, Mintzer has been consulting since 2015. Prior to that he held DC sales leadership roles at J.P. Morgan Asset Management, AllianceBernstein, Putnam, and Delaware. He also worked at Dalbar and Phoenix Data Systems.

Printed from: <http://www.I-Wires.com/story.aspx?s=60382>

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