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AB and Franklin Alums Join Pentegra

John Schafer, vice president and national sales director at **Pentegra Retirement Services**, recently hired a pair of sales executives. Schafer confirms that **Rob Fiorentino** and **Brian Lynch** recently joined the White Plains, New York-based provider, Fiorentino as head of the internal sales team and Lynch as regional director Mid-Atlantic. The two will both report to Schafer.

Both new hires hail from big asset managers. Fiorentino most recently served as vice president, director, and sales development manager for U.S. retail at **AllianceBernstein**. And Lynch most recently served as a strategic accounts director on **Franklin Templeton's** DC I-O team. Spokespeople for AB and Franklin did not immediately return calls for comment."

"Beyond his highly respected tenure at AllianceBernstein, Rob brings us the critical skill of consultative selling," Schafer stated. "He will help direct our efforts to further imbed these skills to all of our client-facing teams."

"Brian brings unique skills and contacts with the Specialist DC Advisors and teams in the Mid-Atlantic, plus a great list of national accounts relationships," Schafer stated.

A County College of Morris, Randolph, New Jersey alumnus, Fiorentino served at AllianceBernstein for nearly 19 years in a variety of roles including: sales development manager; strategic sales manager; senior regional sales consultant; and senior internal wholesaler and team leader. Before that, Fiorentino served at Alliance Capital Management for nearly four years as internal wholesaler, team leader. Fiorentino also served as a financial advisor, at First Institutional Securities as well as William Scott & Co.

A University of Maryland alumnus, Lynch served at **Franklin Templeton Investments** for more than three years. Before that, he served at J.P. Morgan Asset Management for nearly five years (in roles such as vice president and sales desk manager, retirement business director and client advisor; and internal client advisor. Prior, Lynch served at AXA/Equitable as senior regional sales

associate. Lynch also served at AllianceBernstein for more than five years as regional manager and senior internal sales consultant.

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