

## **Lincoln Financial Group Names New Senior Vice President, MoneyGuard Product Management**

RADNOR, Pa.--(BUSINESS WIRE)--Lincoln Financial Group (NYSE: LNC) announced today that Heather Deichler has joined the company in the newly-created role of senior vice president and head of Lincoln *MoneyGuard*® Product Management. In this role, Deichler will oversee product development, pricing and management, for Lincoln's MoneyGuard solution, one of the industry's top-selling hybrid life/long-term care funding solution. Deichler is based in Greensboro, NC and reports to Mike Burns, senior vice president and head of Life Solutions.

"As our population ages, and people live longer, long-term care planning is as important as ever. Lincoln has a rich history of serving this social and demographic need on behalf of clients with our MoneyGuard solutions," said Burns. "As we continue in that tradition, Heather brings deep experience, expertise and passion for the long-term care market that will help foster continued growth and innovation for our MoneyGuard business."

Deichler joins Lincoln from New York Life where she most recently held the position of head of Long-Term Care and Linked Benefits Products, Marketing, Communication and Strategy. Heather has also held leadership roles in the company's Group and Worksite business, its Group Membership Association Department, and Advanced Markets Network. Before joining New York Life, Heather worked at a law firm specializing in municipal law, public finance and corporate governance. Heather holds a Bachelor of Arts in economics from Vassar College and a law degree from Pace University.

"I am thrilled to join Lincoln Financial and be part of such an impressive team," Deichler said. "MoneyGuard is an industry leader and I can't wait to begin working with the team to continue the success they have built over the last 30 years."

### **About Lincoln Financial Group**

Lincoln Financial Group provides advice and solutions that help empower people to take charge of their financial lives with confidence and optimism. Today, more than 17 million customers trust our retirement, insurance and wealth protection expertise to help address their lifestyle, savings and income goals, as well as to guard against long-term care expenses. Headquartered in Radnor, Pennsylvania, Lincoln Financial Group is the marketing name for Lincoln National Corporation (NYSE:LNC) and its affiliates, including The Lincoln National Life Insurance Company, Fort Wayne, IN, and Lincoln Life & Annuity Company of New York, Syracuse, NY. The company had \$260 billion in assets under management as of June 30, 2019. Lincoln Financial Group is a committed corporate citizen included on major sustainability indices including the Dow Jones Sustainability Index North America and FTSE4Good. Dedicated to diversity and inclusion, Lincoln was recognized by Forbes as one of the Best Large Employers, Best Employers for Diversity, and Best Employers for Women. Lincoln also earned perfect 100 percent scores on the Corporate Equality Index and the Disability Equality Index. Learn more at: [www.LincolnFinancial.com](http://www.LincolnFinancial.com). Follow us on Facebook, Twitter, LinkedIn, and Instagram. Sign up for email alerts at <http://newsroom.lfg.com>.

### **About Lincoln MoneyGuard**

Lincoln MoneyGuard products are universal life insurance policies with long term care riders.

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