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Randy L. Zipse, JD, AEP (Distinguished) is Vice President, Advanced Marketing at Prudential and has worked in the life insurance industry for the past 20 years where he has managed advanced markets departments for major life insurance carriers and independent distribution organizations.

Mr. Zipse has written numerous articles on trust taxation, estate planning, and business succession planning which have appeared in the Journal of Financial Service Professionals, Broker World, Estate Planning, Life Insurance Selling, and National Underwriter. He is the author of National Underwriter’s Field Guide. He is also a co-author with Stephan R. Leimberg of Tools and Techniques of Charitable Planning and a member of the Tax Facts Editorial Advisory Board. Mr. Zipse is a frequent lecturer at industry meetings, including such major events as the AALU, Forum 400, Million Dollar Round Table, New York University Tax Institute, University of Miami Heckerling Tax Institute, Hawaii Tax Institute, and the Annual Harris M. Plaisted Conference.

Prior to entering the life insurance industry, he worked as an attorney in the private practice. Mr. Zipse has been associated with several large firms, including Jones Day Reavis & Pogue and Gardere & Wynne – both in Dallas, Texas. As a private practice attorney, Mr. Zipse concentrated on estate planning, deferred compensation, business succession planning, and charitable planning. Prior to becoming an attorney, Mr. Zipse worked as a CPA with Deloitte Haskins & Sells.

An honors graduate of the University of Northern Iowa (B.A. in accounting), Mr. Zipse subsequently received his JD from Drake University College of Law (Order of the Coif, class rank number one), and is a member of the Iowa, Texas and Missouri Bars.

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