

Tiffany A. Flanagan

Director of Business Development



Assisting financial, business and sales professionals in building an exceptional practice.

- *Comprehensive Business & Marketing Plans*
- *Branding & Positioning*
- *Marketing Consulting*
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- *Junior Associate Models*
- *Book of Business Analysis*
- *Marketplace Analysis*
- *Marketing Training*

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Tiffany A. Flanagan is the Director of Business Development for Centinel Financial Group, LLC and Centinel Educational Services, an organization designed to assist new and experienced business and financial services professionals with marketing and practice development strategies.

Tiffany assists both advisors and business professionals with the design and execution of business plans to help drive business growth and profitability, including: business analysis, strategy, and the alignment of marketing resources for sales initiatives.

Prior to launching Centinel Educational Services, Tiffany was the Director of Marketing Communications for the home office of John Hancock Financial Network, where she developed the Client Centered Marketing Firm model and provided individual consulting and resources for the organization's field offices and advisors. For eight years, she served as Senior Consultant for the home office of New England Financial, where she worked with the organization's field offices in sales manager development, advisor training and coaching, and the design and execution of marketing and business development tactics across the field. Tiffany began her career in 1995 with the Boston Agency of Allmerica Financial where she served as the Director of Market Development.

A 1995 graduate of Bryant University, Tiffany holds a Bachelors Degree in Business Administration with a concentration in Marketing. She has been a guest speaker for the Association for Women in Communications and numerous industry associations.

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