



## **Biography of William J. Shelow Jr. CLU ChFC CPCU LLIF**



William “Bill” Shelow is a sought-after speaker, author and thought leader within the financial industry. As CEO of LIBRA Insurance Partners, the largest independently owned insurance marketing organization in the country, Bill is widely known for his passion, insights, and innovation, closing gaps between carriers, agencies, agents, and consumers in life insurance distribution.

Prior to joining LIBRA (formerly LifeMark Partners), Bill was President of Duncan Financial Group and CEO of Wealth Preservation and Management t/a Atlantic Financial Group. In that role Bill helped to significantly grow the BGA, increasing revenue fourfold in three years. He also

oversaw the management of six other business units of Duncan Financial Group, the parent company of Atlantic Financial Group.

Bill also enjoyed a 25-year career with the Harleysville Insurance Companies, where he spent his last 14 years with Harleysville Life Insurance Company. During that time he headed up sales and marketing as a Senior Vice President and from 2003 to 2008 served as President and COO of Harleysville Life. During this 14-year stretch, Harleysville Life grew direct written premiums significantly.

Bill holds a Bachelors Degree from The Pennsylvania State University in The College of Human Development and has earned the designations of CLU, ChFC, CPCU and LLIF. He has served on the boards of nonprofit organizations and lives in Collegeville, Pennsylvania.