

DAVID LAU BIOS

SHORT VERSION:

David Lau, Founder & CEO, DPL Financial Partners

David Lau is widely recognized as an innovator in the financial services industry. Throughout his career, David has been driven by a compelling vision: eliminate expensive and inefficient delivery of financial products and services to reduce overhead and pass the saving on to consumers.

Currently Mr. Lau is the Founder and Chief Executive Officer of DPL Financial Partners, a firm focused on the distribution of financial services products geared toward the RIA and fee-based advisor channel.

Prior to founding DPL Financial Partners, David served as Chief Operating Officer at Jefferson National, a leading innovator of tax-advantaged investing strategies for RIAs and fee-based advisors. During his tenure at Jefferson National, Mr. Lau drove the development and implementation of the industry's first and only flat-fee variable annuity product (Monument Advisor), successfully creating a new product category within the VA industry for tax-advantaged investing.

Before joining Jefferson National, Mr. Lau was principal and co-founder of The Oysterhouse Group, LLC, a management consulting firm focused on retail delivery of financial services products where his expertise was creating "go-to-market" strategies for key strategic initiatives.

Earlier in his career, David served as Chief Marketing Officer of E*Trade Bank, as well as its predecessor Telebank, the nation's first pure-play Internet bank. In this role, he was responsible for creating and implementing break-through national direct marketing and branding campaigns that defined the online banking category.

In his leisure time, David enjoys spending time with his family, playing golf and cooking. Additionally, David is a diehard Boston Red Sox fan and an avid Duke basketball fan.

EXTENDED:

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Prior to founding DPL, Mr. Lau was Chief Operating Officer of Jefferson National, a leading innovator of tax-advantaged investing strategies for Registered Investment Advisors and fee-based advisors at broker dealers.

At Jefferson National, Mr. Lau led sales, marketing, technology, operations and service. As the primary sales and marketing strategist, he drove integrated marketing and public relations campaigns that won more than 30 industry awards, including the prestigious 2010 Direct Marketing Association's "Financial Services Company of the Year". During his tenure at Jefferson National, Mr. Lau drove the development and implementation of the industry's first and only flat-fee variable annuity product (Monument Advisor), successfully creating a new product category within the VA industry for tax-advantaged investing. Mr. Lau is the author of numerous articles and is a national speaker on the subject of tax-efficient investing and has authored a white paper entitled The "Tax" Efficient Frontier – a discourse on improving Markowitz's Efficient Frontier through the use of asset location and tax deferral. Mr. Lau's strategic leadership drove exponential sales growth and made Monument Advisor the leading no-load variable annuity sold to RIAs and fee-based advisors.

Prior to joining Jefferson National, Mr. Lau was principal and co-founder of The Oysterhouse Group, LLC, a management consulting firm focused on retail delivery of financial services products where his expertise was creating "go-to-market" strategies for key strategic initiatives. His firm's list of internationally recognized clients included Shinsei Bank, Merrill Lynch and Ace Insurance Group.

Early in his career, Mr. Lau served as Chief Marketing Officer of E*Trade Bank, as well as at its predecessor TeleBank. At the time of its sale to E*Trade, TeleBank was the largest internet bank worldwide and was 5 times larger than all US competitors combined. As the chief marketing strategist at the pioneer in online banking, he was responsible for creating and implementing break-through national direct marketing and branding campaigns that defined the online banking category. During Mr. Lau's 6-year tenure deposits at the bank grew from \$200M to over \$8B.

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