



Dr. Mick Zangari Joins CEG Worldwide as Managing Principal

Renowned authority on leadership, sales force development and customer engagement programs fortifies CEG top management team.

SAN MARTIN, CA – April 1, 2008 – CEG Worldwide, LLC, the most trusted research, training and consulting firm for elite financial advisors, announced today that Dominic “Mick” Zangari has joined the firm as Senior Managing Principal effective April 1, 2008.

Zangari is charged with helping the firm build out a series of CEG assessment tools and will also build out a branch manager coaching platform that recognizes how critical the branch manager is to the success of top financial advisors.

“We’re very pleased that Mick has decided to join CEG,” said John J. Bowen, Jr., Founder and CEO of CEG Worldwide, LLC. “From his research in working with top managers and professionals at many of the world’s leading companies, Mick brings a unique global business perspective to CEG gleaned from many dynamic industries, including financial services. At our organization, Mick’s broad vision will further enhance CEG’s coaching and consulting services to leading financial service firms.”

Dr. Zangari comes to CEG after serving as a consultant to global leaders Wells Fargo, State Farm Insurance, the Disney Organization, Federal Express, Bristol-Myers Squibb, Astra Merck, Merrill Lynch, Apple and the National Football League.

Earlier he enjoyed a 22-year career with the Gallup Organization serving as president of the selection division and member of the board of directors. During this period he developed a national and international reputation as a speaker and consultant on leadership and sales force development. He supervised and contributed to a number of Gallup’s best selling books and was an integral part of Gallup’s world-wide growth.

From his days at Gallup and other renowned organizations, Mick has first-hand knowledge of both the opportunities and challenges of leading and managing fast-growth companies.

An accomplished high school and collegiate athlete, Zangari holds Doctorate, Master’s and Bachelor’s degrees from the University of Nebraska.

About CEG Worldwide, LLC

CEG Worldwide, LLC is passionate about coaching financial advisors and institutions to Build a Simple and Elegant Wealth Management Businesssm. Using state-of-the-art research methodologies and analysis combined with proven strategies and tactics for building highly successful advisory practices, CEG Worldwide brings a uniquely powerful insight into what allows elite financial advisors to thrive.

CEG delivers financial advisor coaching programs at many of the world's largest financial institutions. The firm's proprietary institutional strength intelligence is based upon empirical studies of more than 10,000 advisors and 14,000 high-net-worth individuals. By combining research expertise with pragmatic and proven business experience, CEG helps institutions achieve measurable gains in productivity, retention and assets under management and it provides advisors with proven business-building strategies and tactics.