

Cetera Names New Chief Marketing Officer

Cetera Financial Group, a network of independent broker-dealers, has appointed Michael Zuna as the company's chief marketing officer, effective immediately.

In his new role, Zuna's will develop and implement the firm's marketing strategy, brand development and digital and social media marketing, and will oversee other key communications initiatives. He is based in San Diego and will report directly to Cetera president Adam Antoniades.

Prior to joining Cetera, Zuna served as senior vice president, chief marketing and digital officer of Petco Animal Supplies, where he had oversight of all marketing, e-commerce and brand-building activities for the company.

Before joining Petco, he served as senior vice president and chief marketing officer of AFLAC Inc., where he was responsible for brand-building activities across marketing and advertising channels, marketing the 'AFLAC duck,' and creating AFLAC's One Day Pay initiative.

Zuna has financial services, investment, insurance and banking experience with companies such as Ameriprise Financial, USAA and others, the company said.

"We interviewed a number of highly qualified candidates...and were immediately impressed by how instinctively Michael grasped our vision, together with his insights on how to leverage both digital and traditional marketing strategies to connect on a deeper level than ever before possible with business and consumer audiences," said Antoniades. "Moreover, Michael's expertise with marketing-driven support of AFLAC's 70,000+ independent insurance agents and brokers make him well-suited to spearhead our plans to more seamlessly

integrate marketing, digital lead generation and advisor recruiting.”

Cetera Financial Group is the second-largest independent financial advisor network in the nation by number of advisors, as well as a leading provider of retail services to the investment programs of banks and credit unions. The network is comprised of Cetera Advisors, Cetera Advisor Networks, Cetera Investment Services (marketed as Cetera Financial Institutions), Cetera Financial Specialists, First Allied Securities, Girard Securities, and Summit Brokerage Services.

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