



Jennifer Griffin

AVP, Head of Advisory Sales & Enablement

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*Ask Jennifer
about the
well-known
authors and
trailblazers
in her family
history.*



Jennifer plays a critical role in driving Pacific Life's RIA expansion, providing strategic direction for sales initiatives and resource development to support new advisory business. She brings more than 20 years of financial services experience to her role with eight years on the retail side and more than fourteen years in annuity distribution and retirement planning.

In addition to wholesaling, Jennifer has managed and lead national sales teams, developed sales strategy, and built sales desk and technology enablement teams from the ground up. She has organized diversity and inclusion groups across the industry and remains passionate about mentoring others to authentically be their very best.

Jennifer is a graduate of Texas Tech University and a devoted volunteer. She lends her abundant energy to the Love Hope Strength foundation and Casting for Recovery organization. When she isn't obsessing about retirement planning, she's with her husband Jason and three children snowboarding, golfing, or enjoying her favorite hobby, fly fishing.



Insuring the Future of Retirement TogetherSM

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