
CASE STUDY:
Stig Nybo,
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Transform Tomorrow: Awakening The Super Saver in Pursuit of Retirement Readiness, John Wiley & Sons, 2013

401kWire's 100 Most Influential People in Defined Contribution list for 2013 featured the U.S. Department of Labor's Phyllis Borzi in the #1 spot, and Abigail Johnson president of Fidelity Investments, the second-largest mutual fund company in the U.S., at #2. My client, **Stig Nybo**, catapulted to 5th position on that list (from #20 the previous year) following the publication of our co-authored book, *Transform Tomorrow: Awakening the Super Saver in Pursuit of Retirement Readiness*.

This strategically focused thought leadership project aimed to meaningfully impact and influence the way Americans view workplace savings and retirement readiness. While President of Pension Sales and Distribution at Transamerica Retirement Solutions, Stig saw the resulting #SuperSavers campaign go viral on Twitter: one of financial services most successful tweets, with over 17 million impressions.

Now the head of his own consulting firm, Stig is regarded as a thought leader in his industry thanks in part to *Transform Tomorrow*. The book opened doors for him to secure high-paying keynote opportunities, and has facilitated connections with some of the biggest influencers in government and industry today.

**Is increased visibility and being considered a thought leader important to YOU?
My clients range from academics looking to leave a mainstream legacy, to entrepreneurs, to captains of industry like Stig. Could you be next?**

Contact me today: liz@drlizalexander.com

