

New York Life deepens investment in the small case COLI market with a dedicated sales director.

New York Life Institutional Life is pleased to announce the recent addition of Joe Grieco, Corporate Vice President and COLI Field Director.

With his 35+ years of experience in the corporate retirement and employee benefits arena, Joe will lead distribution efforts on New York Life's enhanced nonqualified plan solution, the Premier Service Platform, created to serve the small and middle markets. This solution builds upon a long and successful record with funding alternatives (namely, COLI) and now includes consulting, plan design, and administration options.

Joe will continue to work through various distribution channels, including Qualified Plan Advisors, Registered Investment Advisors, Employee Benefits Producers, and Consultants.

During his successful career, he has worked for leading firms such as Aetna, Fidelity Investments, State Street Bank, Aon, and Mercer. Before joining New York Life, he was a relationship manager responsible for the management and revenue growth of middle-market and large-market corporate and tax-exempt clients.

Joe holds a Bachelor of Science degree in business management from Bentley University. He lives in Southlake, Texas with his wife and children.

New York Life Insurance and Annuity Corporation, a fully owned subsidiary of New York Life Insurance Company, is a leading issuer of Corporate Owned Life Insurance (COLI) and Bank Owned Life Insurance (BOLI) products. New York Life Institutional Life is an end-to-end business that is exclusively focused on the institutional markets with dedicated business specialists who are skilled at structuring products, managing investment relationships and capabilities, and providing creative solutions to meet unique business needs. We understand the importance of developing strategic partnerships. We are renowned for our established track record of fostering partnerships based on reliability, trust, and honesty over decades.

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