

# ***Diego A. Verdugo***



Diego entered the financial services industry by joining Principal in 2012. In his current role, he provides consultative support to advisors on advanced financial planning concepts. He is responsible for the development and deployment of intellectual capital and practice management strategies to drive advisor productivity via asset growth, client-retention, and financial expertise. Diego also supports the distribution and education efforts of the Scholar's Edge 529 education savings plan via west-coast financial professionals. Additionally, Diego serves as a bilingual speaker and subject matter expert for client and financial professional engagements nation-wide.

Diego received his undergraduate degree in Economics & Business and Spanish language from Cornell College. He holds the Series 7, 63, and Life, Health, and Disability licenses. He is a CERTIFIED FINANCIAL PLANNER™ professional, holds the Chartered Retirement Plans Specialist (CRPS®) designation. Additionally, Diego is currently pursuing a Master of Science degree in Personal Financial Planning thru the College for Financial Planning.