



**Rebecca Hourihan, AIF<sup>®</sup>, PPC<sup>™</sup>**  
CMO, 401(k) Marketing



Rebecca is the founder and CMO of 401(k) Marketing, LLC in San Diego, CA. The firm helps retirement plan advisors market their expertise and build long lasting brand awareness. The company was founded on the idea that retirement plan advisors are specialists and should promote their unique skillset. Therefore, she started 401(k) Marketing to assist qualified experts operate a professional business with professional marketing materials and on-going awareness campaigns.

Prior to founding 401(k) Marketing, Rebecca was the East Region Manager at LPL Financial for four years and during her time she consulting large institutional retirement plan offices on business development, client acquisition, and prudent plan governance. Many of her clients included award winning firms. Before LPL, she spent two years on Guardian Retirement Services sales desk and was consistently involved in plan sales, transitions, advisor relations, and TPA coordination. Additionally, prior to GRS, she was an advisor for two years and sold qualified plans. Rebecca is a graduate of Northeastern University with a Bachelors of Science in Economics.

With more than 15 years experience, Rebecca has quickly become known as a recognized authority on marketing within the qualified plan industry. She possessed the Series 7, 6, 63, and 65 licenses as well as is an Accredited Investment Fiduciary (AIF) and Professional Plan Consultant (PPC) through the Center for Fiduciary Studies.