

MassMutual Names Ian Sheridan and Eric Wietsma Corporate Vice Presidents

by PR-NewsWire

SPRINGFIELD, Mass., Sept. 7 /PRNewswire/ -- MassMutual Financial Group has promoted two key members of its Retirement Services Division's management team to corporate vice president: Ian Sheridan and Eric Weitsma.

Ian Sheridan, chief marketing officer for MassMutual's Retirement Services Division, joined MassMutual as vice president of marketing in 2003. His visionary approach to retirement plan participant education began with the creation and implementation of MassMutual's e4(SM) Electronic Enhanced Enrollment Experience. The patent-pending e4 technology is the industry's first-ever wireless participant education and enrollment system and was named the "#1 Wireless Innovation" for 2006 by InformationWeek magazine. Since its inception, e4 has consistently achieved participant action rates averaging 90% and participant savings rates 3% above the industry average. As a leading advocate of applying principles of behavioral finance for the development of more effective education materials, Sheridan and his organization have successfully leveraged MassMutual's CRM analytics technology to design targeted, behavior-based education campaigns that have resulted in double digit increases in participant savings activity.

As chief marketing officer for Retirement Services, Sheridan has direct oversight of the value proposition, product innovation, and development of all IRA, defined contribution, defined benefit and investment products. Prior to joining MassMutual, Sheridan served as head of marketing and business development for ADP Retirement Services.

As corporate vice president of Investment Services, Eric Wietsma heads up the investments organization of MassMutual's Retirement Services Division encompassing strategy, research, investment product development, investment reporting, and treasury operations. Wietsma formed MassMutual's Investment Consulting Team to provide additional investment support to clients, prospects, and distribution channel relationships. His team recently implemented MassMutual's Smart Architecture(SM) Investment Program, an aggressive expansion to more than 140 investment options and more than 60 firm relationships. Wietsma and his organization were key contributors to the development of a new third-party investment certification program and MassMutual's Fiduciary Warranty, both of which will be rolled out in the fourth quarter. The Fiduciary Warranty will help provide retirement advisors with assurance that an additional level of screening supports their evaluation of overall investment lineups, and offers increased confidence to advisors and plan sponsors alike.

Prior to joining MassMutual in December 2005, Wietsma managed the public retirement plan business at The Hartford. He is a member of the American Academy of Actuaries and holds his Series 6 and 26 FINRA licenses.

"The retirement industry continues to evolve rapidly and providers like MassMutual must anticipate and respond to the needs of retirement plan advisors, sponsors and participants just as rapidly," said Fred Castellani, executive vice president of MassMutual's Retirement Services Division. "Our customers have benefited from the vision and commitment demonstrated by both of these exceptional leaders," he adds.

About MassMutual

MassMutual's Retirement Services Division has been serving retirement plans for more than 60 years. It offers a full range of products and services for corporate, union, nonprofit and governmental employers' defined benefit, defined contribution and nonqualified deferred compensation plans. It serves approximately one million participants.

MassMutual Financial Group is the fleet name for Massachusetts Mutual Life Insurance Company (MassMutual) and its affiliates, with more than \$450 billion in assets under management at year-end 2006. Assets under management include assets and certain external investment funds managed by MassMutual's affiliates.

Founded in 1851, MassMutual is a mutually owned financial protection, accumulation and income management company headquartered in Springfield, Mass. MassMutual's major affiliates include: OppenheimerFunds, Inc.; Babson Capital Management LLC; Baring Asset Management Limited; Cornerstone Real Estate Advisers LLC; MML Investors Services, Inc., MassMutual International LLC and The MassMutual Trust Company, FSB. MassMutual is on the Internet at <http://www.massmutual.com/>.

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