



## BRIAN BRADLEY

Brian Bradley has led a successful sales and management career since majoring in the Management Science program at SUNY Cortland. Brian began his sales in Cortland NY working in the direct sales business. After learning the ropes Brian relocated this sales company to Long Island NY in 1986. The company became South Shore Marketing and was listed as one of the fastest growing businesses on Long Island in 1990 by KPMG.

After selling South Shore Marketing Brian was looking for a new challenge and greater professional development opportunities. Brian shifted gears in 2001 and entered financial services with Northwestern Mutual. Due to Brian's previous small business experience he focused on ways to help small business owners with the challenges of insurance and retirement planning. In 2005 Brian opened a District Office for Northwestern in Sayville NY. The office quickly grew from 3 to 10 representatives in its first year.

In May of 2009, Brian and his office partnered with MassMutual, recognizing additional opportunity to grow his practice and build his sales team. With the independence that MassMutual offered Brian expanded his business into the 401-K market place and developed some key relationships with local accountants and Payroll companies.

In January 2012, Brian joined The Greco Planning Group. While expanding his growing retirement practice Brian has added additional services to his practice. Products like the 412 (e)3 and advanced Defined Benefit programs. Also with the resources of the Greco Planning Group Brian has added advanced Deferred Comp solutions and Estate Planning to his areas of work.

When not at work, Brian is a devoted husband and father of two. He and the family enjoy boating, sports and musical interests in the Local Community. Brian is involved in many of the Sayville Youth Sports programs as a coach or assistant coach. Brian is a contributor to many local fundraisers but is exceptionally proud of the work done with the Kenneth F Stein Jr. Memorial Scholarship Foundation. Which raised funds for the continuing education of high school graduates who have overcome some major learning or physical challenge.