

**Jim Ruta, BA, RHU, FDFS, EPC, Fellow of Distinguished Financial Advisors
CIEPS Advisory Council & Founding Faculty Member**

Jim Ruta is a once-in-a-lifetime force in the life insurance world. He built his career writing over 100 lives in his first year at age 22 and was executive manager leading Canada's largest life insurance agency by the time he was 40. But that was just the beginning of a lifelong love affair with the noble profession of selling life insurance.

Today, he's a Hall of Fame speaker and thought leader who has headlined programs on 4 continents including the Main Platform of the MDRT Annual Meeting.

Jim is a bestselling author, podcast host, and trusted mentor to many of the world's top insurance advisors.

His crusade is to help advisors book more meetings, close more deals, and make history!