

Daniel B. Barry

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Daniel is a Regional Vice President - Nonqualified Plans with the Principal Financial Group® (The Principal®) and assists advisors and corporate sponsors with the design, implementation, financing, and administration of nonqualified deferred compensation benefit plans.

Daniel has more than 18 years of industry experience. Daniel works with a wide range of leading advisors and their corporate clients to help them reward their key people and accumulate more dollars for retirement on a tax-advantaged basis.

Daniel is a nationally recognized expert in the field of executive compensation and nonqualified deferred compensation. He has provided platform presentations at industry meetings as well as provided seminars for smaller sales and marketing organizations. From concept to plan design and implementation, Daniel has become well known for his personalized commitment to supporting his advisors throughout the South East.

Participating in national industry organizations, NAIFA and AALU, Daniel is actively involved in the legislative and regulatory process on issues addressing the Nonqualified Deferred Compensation arena.

Daniel, his wife Leslie, and three children live outside of Charlotte, NC. A graduate of The College of Charleston, Daniel enjoys fishing, sailing and golf.

The Principal, a *FORTUNE* 500 company traded on the New York Stock Exchange, is a global leader in providing businesses with insurance and retirement planning solutions. The Principal is the nation's 401(k) leader, #1 provider of ESOP solutions, and the #1 deferred compensation plan record keeper*.

*Based on the number of plans record kept, *PLANSPONSOR*, December 2005



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