



Executive Advisory Board Member

Maximo Muniz, CLU. ChFC

Senior Partner - Greater New York Genral Office / New York Life

Max started his 33 year career with New York Life as an agent in Austin, Texas, June 1, 1978. He qualified for the Million Dollar Round Table (MDRT) within his first 7 months in the business.

Max attained Life Member status in MDRT before entering management. Max qualified for Council every year as an agent, consistently Executive Council and President's Council agent. In 1985, Max was elected to the Agent's Advisory Council and was then elected to return the following year on the Executive Committee of the '86—'87 AAC.

In 1992, Max became the company's first Ethnic Market Manager, a position he held until Oct. 1997, when he elected to take a position in the Meetings Services/Sales Promotion Division of Agency. In 2002, Max moved over to Recruiting and Retention, initially managing the Market Expansion Program, NYLIC Family Programs and GOLD Online. Beginning in January 2006, Max was asked to head up the Prospecting and Relationship Management Unit within the Sales and Marketing Support Division of Agency, where he was promoted to Vice President. This unit's main purpose is to revitalize the processes that have made New York Life the industry's foremost distribution system and to embrace new technologies and strategies to adapt the established processes for today's and tomorrow's marketplace. This unit evolved into the Marketing Strategies division within the Agency Sales and Marketing Support Division. Max was then tasked with heading up a new focus on Agent Retention in March 2009.

As of January 4, 2010, Max decided to return to "his roots", the field, as the Senior Partner of the Greater New York General Office, which is the Flagship Office for the New York Life Insurance Company.