

WIPN Speaker Bios



[Jennifer Norr](#)

WIPN President

[Jennifer Norr](#) is the Vice President of Marketing and Strategy for [CUNA Mutual Retirement Solutions](#). She is responsible for the overall strategy, strategic initiatives, marketing, client experience, ecommerce, relationship management and non-qualified plans. Prior to that, Jennifer was Director of Customer Operations Support where she was responsible for Customer Operations and Claim departments metrics, dashboards, workforce management, quality and customer satisfaction to improve efficiency, reduce costs and improve customer satisfaction. Jennifer earned an MBA from Northwestern University's Kellogg School of Business. She is a certified Six Sigma Black Belt.



[Lisa Smith](#)

WIPN President Elect

[Lisa Smith](#) is Sr. Vice President at [Fidelity Institutional Asset Management](#) dedicated to meeting the needs of consultants and institutional investors, such as defined benefit and defined contribution plans, endowments, and financial advisors. Lisa has 25 years of experience in financial services developing and managing strategic retirement alliances with intermediary financial services firms. Lisa earned a BS from the University of Massachusetts. She holds the Financial Industry Regulatory Authority (FINRA) Series 7, 26 and 63 registrations.



[Cindy Horn Kennedy](#)

WIPN Programming & Research Chair

[Cindy Horn Kennedy](#) is Founder and Owner of [You Say Kennedy, LLC](#), a communications consultant and executive coach known for her engaging sales style and compassionately direct coaching. She has 20 years of retirement services industry experience from worksite employee education to asset management wholesaling with Principal, Charles Schwab and T.Rowe Price. She has a BA from Baldwin Wallace University.



[Lindsey Dickman](#)

WIPN Atlanta Chapter Co-chair

[Lindsey Dickman](#) is Sr. Vice President of [Escalent](#) and leads the custom wealth management sector. She has 15 years' experience in the market research industry and directs a diverse project portfolio that addresses all stages of the product, customer, brand, and message lifecycles. She works with clients and target audiences and specializes in programmatic, multi-phase, global initiatives including qualitative and quantitative inputs. Lindsey has a BA from Emory University.