



Sales Territory Map



National Sales Desk – 800.952.3343 option 2 or RetirementSalesSupportTeam@principal.com

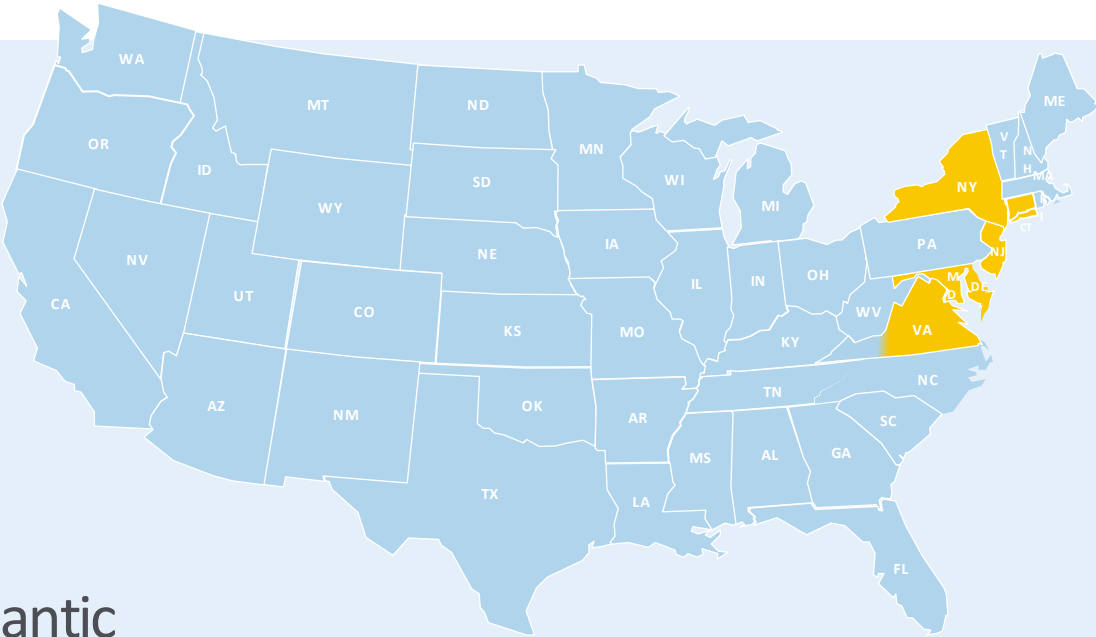
Northeast Region

Vice President, Distribution-Retirement Solutions,
Alison Smith, 203.405.5933

Assistant Director, National Internal Sales – Core & Mid-Market,
Matt Darling, 515.878.6357

Territory	Core Market Wholesalers	Internal Wholesalers
North Manhattan	Mike Borrelli, 663.532.8480 borrelli.michael@principal.com	Tom Leibig, 515.452.3175 leibig.tom@principal.com
S NJ/Mid-Hudson Valley	Anthony Gomez, 732.398.6674 gomez.anthony@principal.com	Frank Veach, 515.452.3180 veach.frank@principal.com
Long Island	Mark Homsj, 973.404.9366 homsj.mark@principal.com	Nick Ridenour, 515.452.3170 ridenour.nick@principal.com
North New Jersey	John Pallotta, 908.585.4556 pallotta.john@principal.com	Christine Valentine, 515.452.3145 valentine.christine@principal.com
North New York	Bob Pysk, 203.293.9299 pysk.robert@principal.com	Spencer Hutchinson, 515.452.4037 hutchinson.spencer@principal.com
South Manhattan/Connecticut	Kathleen Riocci, 203.204.3675 riocci.kathleen@principal.com	Nick Lorenzen, 515.452.3168 lorenzen.nick@principal.com

Assistant Director, National Internal Sales – Core & Mid-Market – **Matt Darling 515.878.6357**
Director of Operations – **Christy Vald 515.878.6353**
National Sales Director - Core Market Sales – **Casey Clark - clark.casey@principal.com**
National Sales Desk Manager – **Todd Sonner -515.878.0907**



Mid-Atlantic

Vice President, Distribution-Retirement Solutions,
Michael Looney, 301.202.2051

Regional Internal Sales Manager,
Todd Sonner, 515.878.0907

Territory	Core Market Wholesalers	Internal Wholesalers
North Virginia	OPEN	Brady Douma, 515.452.3140 douma.brady@principal.com
Richmond	Gress Lawson, 757.347.2334 lawson.gress@principal.com	Cole Johnson, 515.454.7509 johnson.cole@principal.com
Maryland-DC	Chris Persak, 443.218.3075 persak.christopher@principal.com	Lu Valentino, 515.454.7508 valentino.lu@principal.com

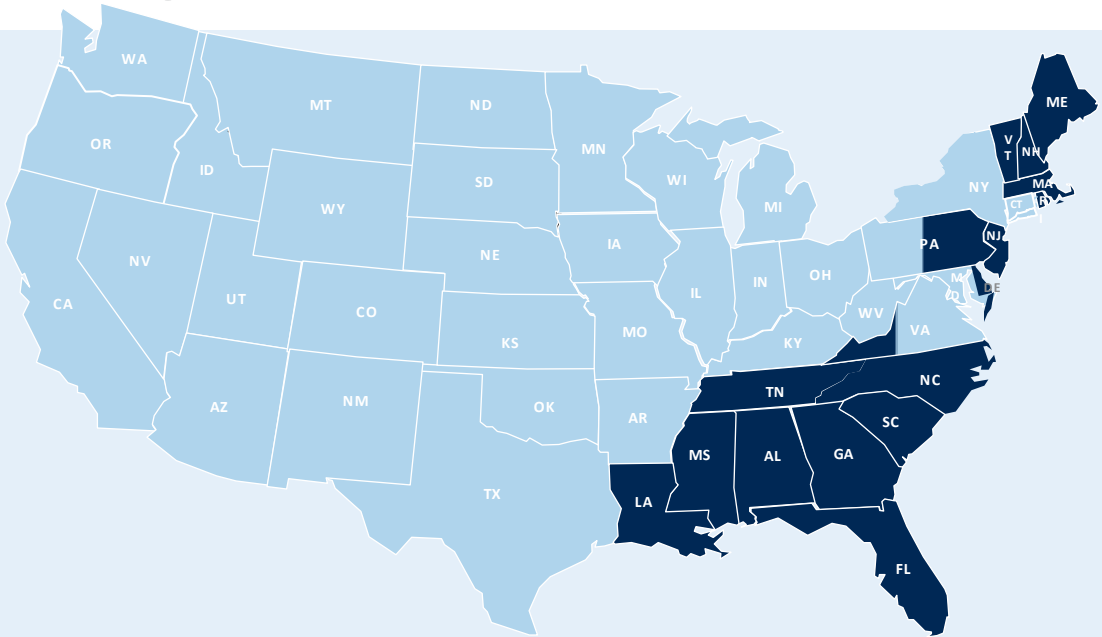
Assistant Director, National Internal Sales – Core & Mid-Market – **Matt Darling 515.878-6357**
Director of Operations – **Christy Vald 515.878.6353**
National Sales Director - Core Market Sales – **Casey Clark - clark.casey@principal.com**
National Sales Desk Manager – **Todd Sonner 515.878.0907**

Sales Territory Map – Atlantic Coast Region

Regional Managing Director,
Bradford Boney, 205.336.1414

Regional Internal Sales Manager,
Bryan Sinclair, 704.255.4069

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Territory	Core Market Wholesalers	Internal Wholesalers
North Florida	James Anselmo, 689.214.0701 anselmo.james@principal.com	John Powell, 515.452.4843 powell.john@principal.com
Alabama / Louisiana	Benji Coghlan, 205.303.5960 Coghlan.benji@principal.com	Aaron Boyd, 515.452.3136 boyd.aaron@principal.com
Connecticut	OPEN	Nick Ridenour, 515.452.3170 ridenour.nick@principal.com
Tampa	Kaye Cronin, 813.445.6333 cronin.kaye@principal.com	Angie Fritz, 515.452.3144 fritz.angie@principal.com
Tennessee	Will Grossmann, 615.651.7918 grossmann.william@principal.com	Tim Flanagan, 515.452.3143 flanagan.timothy@principal.com
Central Pennsylvania/ Delaware	Autumn Katzenmoyer, 484.268.1628 katzenmoyer.autumn@principal.com	Mac Hardy, 515.452.4523 hardy.mac@principal.com
Georgia	Mike Leibig, 678.322.3620 leibig.michael@principal.com	Aaron Boyd, 515.452.3136 boyd.aaron@principal.com
Charlotte	Zac Lickteig, 704.240.5582 lickteig.zachary@principal.com	Roy Beutler, 704.716.2477 beutler.roy@principal.com

Territory	Core Market Wholesalers	Internal Wholesalers
Miami	Carlos Lopez, 954.372.2205 lopez.carlos@principal.com	Chad Simmons, 515.452.3174 simmons.chad@principal.com
Buffalo	Joe Martin, 716.216.3633 martin.joe@principal.com	Anna Thiessen, 515.452.4466 thiessen.anna@principal.com
South Boston	John Pallaria, 617.221.5425 pallaria.john@principal.com	Nick Lorenzen, 515.452.3168 lorenzen.nick@principal.com
Eastern Carolina	Bryan Persak, 919.229.9972 persak.bryan@principal.com	Frank Veach, 515.452.3180 veach.frank@principal.com
South Jersey/ Greater Philad elphia	Joe Tabella, 610.215.9544 tabella.joe@principal.com	Anna Thiessen, 515.452.4466 thiessen.anna@principal.com

Sales Territory Map – North Region

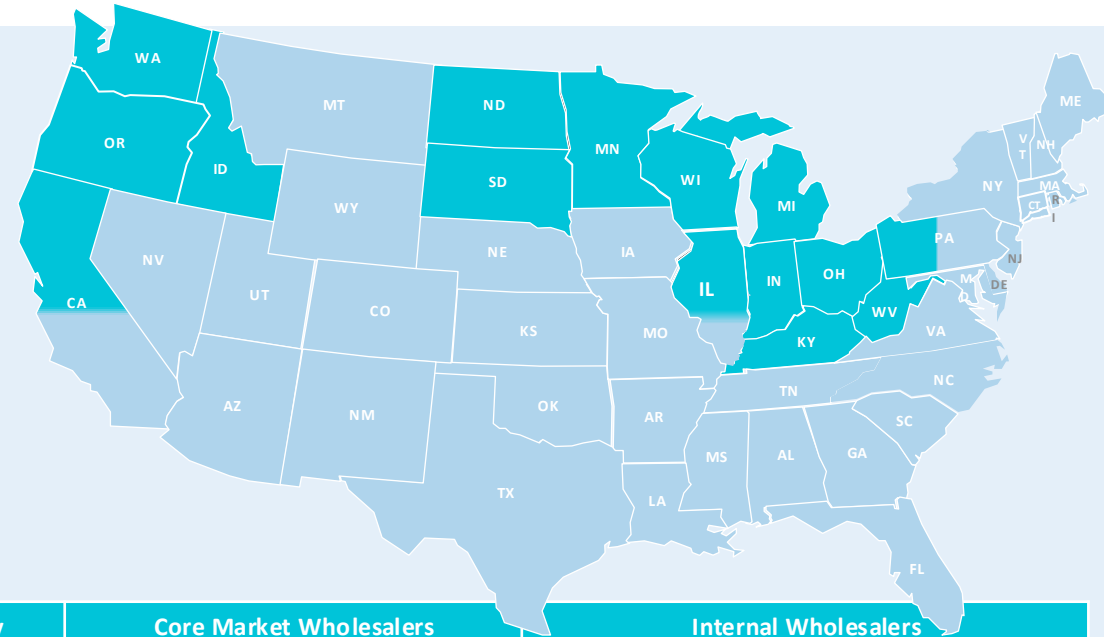


Regional Managing Director,
Josh Saboe, 515.200.2534

Regional Internal Sales Manager,
Michelle Stone, 515.878.6358
Justin O'Brien, 515.878.0596

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Assistant Director, National Internal Sales – Core & Mid-Market – **Matt Darling 515.878.6357**
Director of Operations – **Christy Vald 515.878.6353**
National Sales Director – Core Market Sales – **Casey Clark - clark.casey@principal.com**
National Sales Desk Manager – **Todd Sonner 515.878.0907**



Territory	Core Market Wholesalers	Internal Wholesalers
Sacramento	Matthew Fraise, 916.243.6220 fraise.matthew@principal.com	Rhett Perry, 515.452.4645 perry.rhett@principal.com
West Chicago	Andrew Garcia, 312.319.1201 garcia.andrew@principal.com	Nick Wittenburg, 515.452.3187 wittenburg.nick@principal.com
Northern Minnesota	Casey Langseth, 612.283.3080 langseth.casey@principal.com	Spencer Hutchinson, 515.452.4037 hutchinson.spencer@principal.com
North San Francisco	Geoff Liggett, 925.233.6388 liggett.geoff@principal.com	Trevor Schmidt, 515.452.4709 schmidt.trevor@principal.com
Oregon	Dan Litwora, 971.704.5411 litwora.dan@principal.com	Scott Wandschneider, 515.452.3183 wandschneider.scott@principal.com
North Detroit	Ted McDermott, 313.217.2618 mcdermott.ted@principal.com	Nicole Karr, 515.452.3154 karr.nicole@principal.com
Pittsburgh	Kevin McDonough, 412.214.0378 mcdonough.kevin@principal.com	Mac Hardy, 515.452.4523 hardy.mac@principal.com
South Detroit	Christian McGowan, 313.246.0642 mcgowan.christian@principal.com	Chad Simmons, 515.452.3174 simmons.chad@principal.com
North Chicago	Jeff Meltzer, 630.239.1315 meltzer.jeff@principal.com	Melissa Jones, 515.454.7225 jones.melissa@principal.com

Territory	Core Market Wholesalers	Internal Wholesalers
S. Minnesota / S. Dakota	Josh Mortenson, 763.220.3624 mortenson.josh@principal.com	Marie Serchen, 515.452.3155 serchen.marie@principal.com
South San Francisco	Scott Poppenhusen, 925.357.6234 poppenhusen.scott@principal.com	Brian Mudd, 515.452.3162 mudd.brian@principal.com
Seattle	Open	Tyler Winegarden, 515.452.3186 winegarden.tyler@principal.com
Cleveland	Mike Syrowski, 440.252.1312 syrowski.mike@principal.com	Christine Valentine, 515.452.3145 valentine.christine@principal.com
Cincinnati	Eric Turner, 513.443.1508 turner.eric@principal.com	Taylor Siech, 515.452.3184 siech.taylor@principal.com
Northern Wisconsin	Erin Walters, 920.557.0750 walters.erin@principal.com	Melissa Jones, 515.454.7225 jones.melissa@principal.com



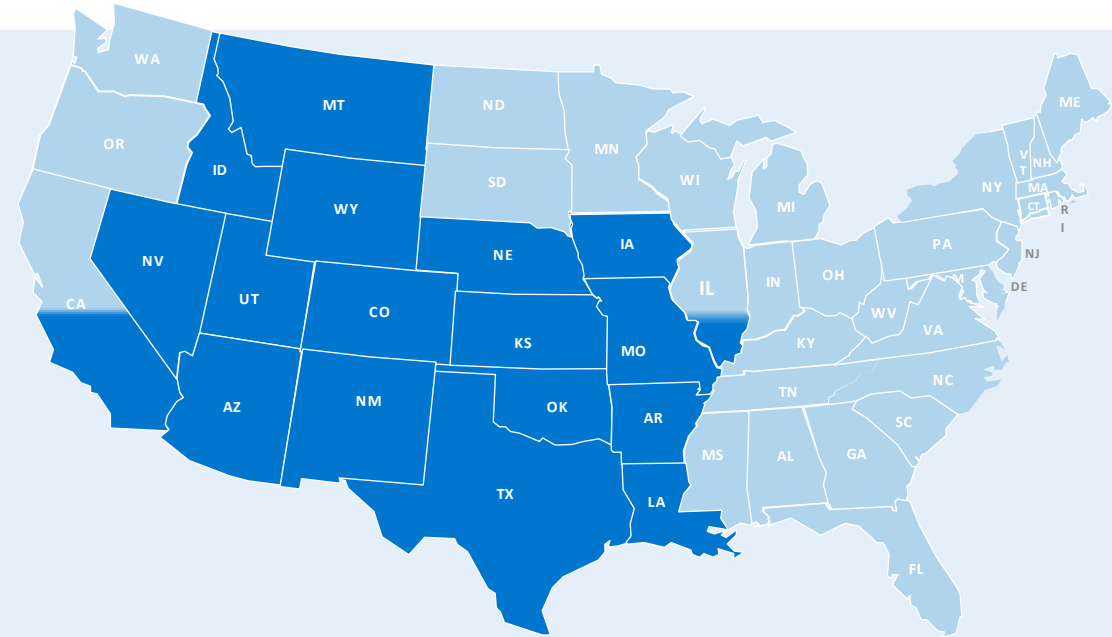
Sales Territory Map – South Region

Regional Managing Director,
Heidi DeLoit, 281.694.7702

Regional Internal Sales Manager,
Bryan Sinclair, 704.255.4069
Justin O'Brien, 515.878.0596

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Director of Operations – **Christy Vald 515.878.6353**
National Sales Director - Core Market Sales – **Casey Clark - clark.casey@principal.com**
National Sales Desk Manager – **Todd Sonner 515.878.0907**



Territory	Core Market Wholesalers	Internal Wholesalers
Orange County	Andrew Carrillo, 949.229.7319 carrillo.andrew@principal.com	Darren Grote, 515.452.3161 grote.darren@principal.com
Houston	Kevin Creager, 832.271.2550 creager.kevin@principal.com	Angie Fritz, 515.452.3144 fritz.angie@principal.com
East Dallas / Oklahoma	Daniel Dekat, 214.225.0876 dekat.daniel@principal.com	Tyler Winegarden, 515.452.3186 winegarden.tyler@principal.com
Austin	Kevin Donnellan, 210.538.7577 donnellan.kevin@principal.com	Jack Boerner, 515.452.3179 boerner.jack@principal.com
Texas / Louisiana	Bryce Evans, 832.736.2261 evans.bryce@principal.com	Jack Boerner, 515.452.3179 boerner.jack@principal.com
North Los Angeles	Christa Fandrich, 213.204.9988 fandrich.christa@principal.com	Brian Mudd, 515.452.3162 mudd.brian@principal.com
Denver	Zach Hess, 720.449.3940 hess.zach@principal.com	Rhett Perry, 515.452.4645 perry.rhett@principal.com
San Diego	Brian Howarth, 858.216.2980 howarth.brian@principal.com	Darren Grote, 515.452.3161 grote.darren@principal.com
North St Louis/ Kansas	Derrick Huber, 913.250.4867 huber.derrick@principal.com	Nick Wittenburg, 515.452.3187 wittenburg.nick@principal.com

Territory	Core Market Wholesalers	Internal Wholesalers
Iowa/Nebraska	Troy King, 515.645.3980 king.troy@principal.com	Zach Prey, 515.452.3081 prey.zachary@principal.com
Phoenix	Brooks Lau, 602.562.2175 lau.brooks@principal.com	Trevor Schmidt, 515.452.4709 schmidt.trevor@principal.com
West Dallas	Michael Ragsdale, 817.290.5877 ragsdale.michael@principal.com	Tim Flanagan, 515.452.3143 flanagan.timothy@principal.com
Utah	Mick Simmons, 435.255.1977 simmons.mick@principal.com	Scott Wandschneider, 515.452.3183 wandschneider.scott@principal.com
Central LA	Brendan Wallace, 424.228.7787 wallace.brendan@principal.com	Marie Serchen, 515.452.3155 serchen.marie@principal.com



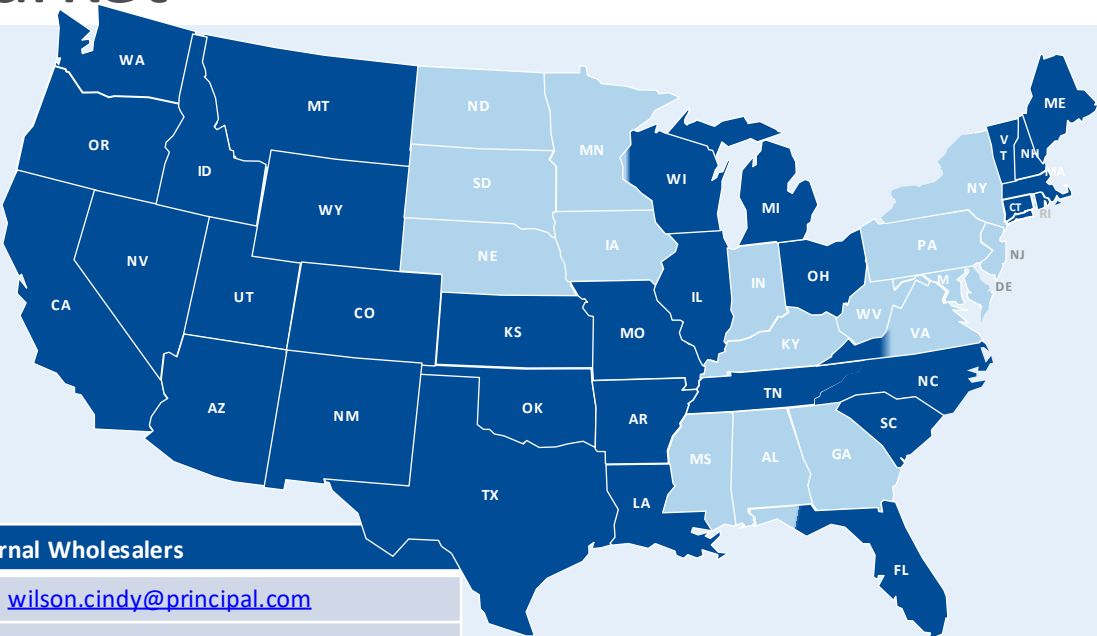
Sales Territory Map – South Mid-Market

Regional Managing Director,
Scott Joyner, 843.256.2844

Regional Internal Sales Manager,
Bryan Sinclair, 704.255.4069
Michelle Stone, 515.878.6358

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Director of Operations – **Christy Vald 515.878.6353**
National Sales Director – Mid-Market & Institutional Sales – **Jeff Snoots - snoots.jeff@principal.com**
National Sales Desk Manager – **Todd Sonner 515.878.0907**



Territory	Mid-Market Wholesalers	Internal Wholesalers
Colorado	Jim Allen, 720.994.6329 allen.james@principal.com	Cindy Wilson, 515.452.3185 wilson.cindy@principal.com
Pacific Northwest	Deena Bell, 206.249.7719 bell.deena@principal.com	Melodee Thuesen, 515.452.3178 thuesen.melodee@principal.com
New England	Mike Burke, 508.203.7560 burke.michael@principal.com	Tyler Craig, 515.452.3138 craig.tyler@principal.com
Southern California	Tom Burnor, 657.261.2571 burnor.tom@principal.com	Brian Abrahims, 515.452.3134 abrahims.brian@principal.com
South Texas	Jenny Dodson, 713.322.8178 dodson.jenny@principal.com	Erin Lau, 515.452.3181 lau.erin@principal.com
Dallas	Wendell Epps, 214.831.5247 epps.wendell@principal.com	Tom Harn, 515.452.3149 harn.thomas@principal.com
Grand Rapids	Scott Fraungruber, 616.207.3453 fraungruber.scott@principal.com	Nicole Karr, 515.452.3154 karr.nicole@principal.com
Florida	Dan Graham, 813.445.8795 graham.dan@principal.com	Dustin Mars, 515.452.3158 mars.dustin@principal.com
Northern Ohio – Detroit	Rob Kerscher, 614.289.8062 kerscher.rob@principal.com	Sue Moses, 515.452.3148 moses.sue@principal.com
Carolinas	Ryan Lewis, 704.452.7004 lewis.ryan@principal.com	Amanda Batres, 515.454.7123 batres.amanda@principal.com
Chicago	Chad Sturtz, 630.233.4650 sturtz.chad@principal.com	Chris Romizer, 515.452.3171 romizer.chris@principal.com
St Louis	Kirk Tebo, 314.998.4472 tebo.kirk@principal.com	Connie Miner, 515.452.3160 miner.connie@principal.com



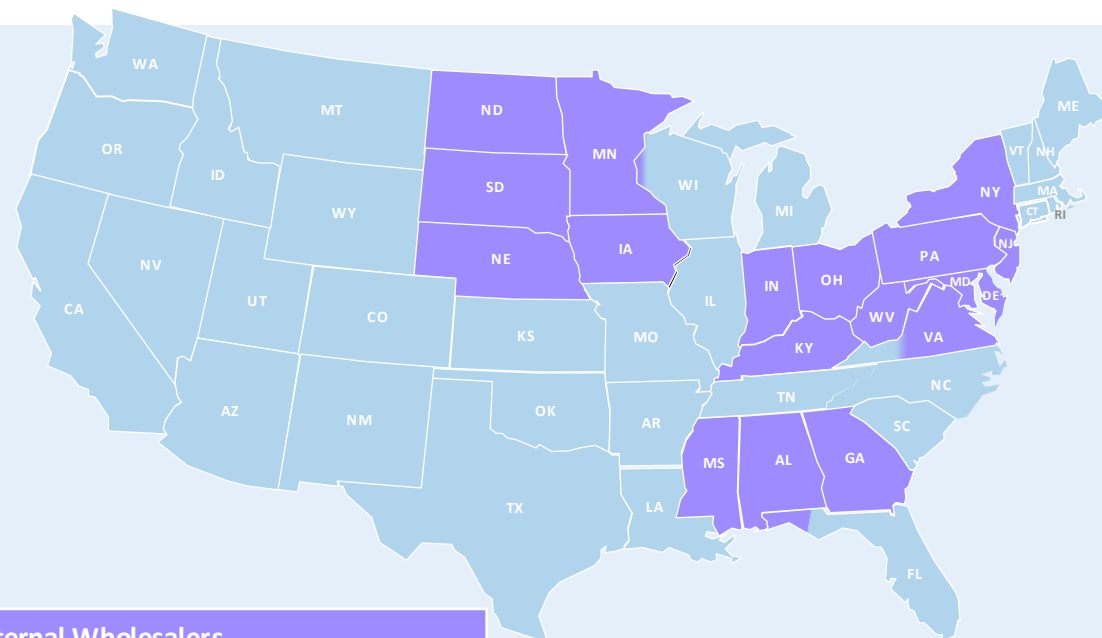
Sales Territory Map – North Mid-Market

National Sales Director, Mid-Market & Institutional Sales
Jeff Snoots, 704.237.0990

Regional Internal Sales Manager,
Bryan Sinclair, 704.255.4069
Michelle Stone, 515.878.6358

National Sales Desk – 800.952.3343 option 2 or RetirementSalesSupportTeam@principal.com

Assistant Director, National Internal Sales – Core & Mid-Market – **Matt Darling 515.878.6357**
Director of Operations – **Christy Vald 515.878.6353**
National Sales Director – Mid-Market & Institutional Sales – **Jeff Snoots – snoots.jeff@principal.com**
National Sales Desk Manager – **Todd Sonner 515.878.0907**



Territory	Mid-Market Wholesalers	Internal Wholesalers
Minnesota	Scott Hanson, 763.200.5090 hanson.scott@principal.com	Karen Schmaling, 515.452.3173 schmaling.karen@principal.com
Atlanta/Memphis	Brooke Harrison, 404.566.6603 harrison.brooke@principal.com	Aaron Caligiuri, 515.452.3137 caligiuri.aaron@principal.com
DC/Maryland/Virginia	Mike Looney, 301.202.2051 looney.michael@principal.com	Lu Valentino, 515.454.7508 valentino.lu@principal.com
Indiana/Cincinnati/Kentucky	Dustin Pugh, 317.210.1668 pugh.dustin@principal.com	Chris Skram, 515.452.3176 skram.chris@principal.com
Pennsylvania	David Sandstead, 610.273.8765 sandstead.david@principal.com	Zakaria (Zak) Loudini, 515.452.3142 loudini.zakaria@principal.com
New York City/New Jersey/Connecticut	Alison Smith, 203.405.5933 smith.alison@principal.com	Dawn Phipps, 515.452.3166 phipps.dawn@principal.com

As of 04/9/25

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