

Industry Guru Tony DiLeonardi Joins FMeX Advisory Board

DiLeonardi Will Anchor The New FMeX Practice Management Offering



PLYMOUTH, Mass., July 27 -- Financial Media Exchange ("FMeX"), the world's largest content library built exclusively for the financial services industry, announced today that Tony DiLeonardi joined its Advisory Board.

According to Ric McConkey, founder and Chief Executive Officer of FMeX, "Tony is incredibly well-known in financial services as an expert in leading, inspiring and guiding wealth professionals through the challenges of running a dynamic wealth management practice. He is frequently asked to speak at industry events across North America and his leadership in building our Practice Management Offering will serve our clients very well. "

FMeX was built by industry veterans with a single goal of helping financial advisors increase sales. Pioneering Content-As-A-Service, FMeX provides access to an organized, searchable and customizable content library and is powered by sales technology for the future – all to help transform the way financial professionals connect with clients and win more customers.

"I am thrilled to be joining the FMeX Advisory Board and helping financial advisors build a truly sustainable wealth management practice," said DiLeonardi. "My entire career has been to add value to financial advisors and FMeX allows advisors to demonstrate their unique brand proposition through a variety of digital touch points – including web, email, mobile and social – so that implementation is simple and convenient."

DiLeonardi's background includes founding Third Quarter Advisers and as Vice Chairman at Guggenheim Investments. Prior to Guggenheim, DiLeonardi was Vice Chairman, Senior Managing Director of Distribution, at Claymore Securities, Inc., an innovative exchange-traded fund (ETF), closed-end fund (CEF) firm that was acquired by Guggenheim Partners. Previous to that, Mr. DiLeonardi served as a Regional Sales Director for First Trust Portfolios and National Sales Manager in Canada, opening a Canadian based organization for First Trust Canada.

DiLeonardi is also the author of *Face to Face: Creating Lifelong & Multi-Generational Clients*. He co-authored the book *The \$14 Trillion Woman: Your Essential Guide to the Female Client*.

About Financial Media Exchange

FMeX is the **world's largest content library built on robust sales enablement technology**. Designed exclusively for the financial services industry, our single mission is to help financial professionals provide personalized marketing content to their clients in order to enhance client relationships and increase sales.

FMeX was founded by experts in the financial services industry and is the first Content-As-A-Service company with headquarters in Plymouth, MA and regional offices in New York and Kansas City. Individuals and organizations of all sizes benefit from our sophisticated sales enablement technology that allows for aggregation, curation, and distribution of content from any mobile device, in addition to measuring content utilization, remaining compliant with industry regulations and elevating the customer experience.

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