

EXECUTIVE PROFILE



HEATHER DZIELAK

*Senior Vice President
Strategic Initiatives & Brand
Lincoln Financial Group*



Heather Dzielak is senior vice president of Strategic Initiatives & Brand at Lincoln Financial Group. This group consults across the enterprise to support the growth and reputation of the corporation through branding, research & development, and many other cross-enterprise projects. In this role, Dzielak is responsible for articulating corporate strategy and ensuring that strategy remains compelling, overseeing the research agenda to explore innovative areas for growth and support business unit priorities, and supporting brand advocacy initiatives.

Prior to this expanded position, in October of 2006 Dzielak was asked to lead a new group at Lincoln Financial called Retirement Income Security Ventures. This group was charged with helping to ensure Lincoln Financial was recognized as a dominant leader in retirement income security through innovation and research. Prior to that Dzielak was the Product Line Business Leader for Lincoln's Variable Annuity Business, where she had responsibility for product development and in-force profitability for the product line.

Before joining Lincoln Financial in 2003, Dzielak brought significant experience from other financial services firms, having held positions at ING Group, Aetna Corporation and Cigna Individual Insurance.

Dzielak holds a bachelor's degree in finance and real estate from the University of Connecticut, in Storrs, Connecticut. Dzielak holds Series 6 and 26 certifications. She is passionate about working with organizations that help children, and is actively involved with the United Way and the Special Olympics in their fundraising efforts.

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