

Good Life Companies Welcomes Lee Alcorn As Chief Financial Officer

Reading, PA – August 29, 2022 – Good Life Companies has announced the hiring of Lee Alcorn as their Chief Financial Officer. In his new role, Lee will manage the financial performance of Good Life Companies, providing financial and operational insights through business analytics to drive both organic and inorganic growth, and overall efficiencies.

Lee has approximately 17 years of corporate finance experience, working for Marriott International, Qualcomm and has spent the past 13 years at LPL Financial most recently as a Senior Vice President. His industry experience and corporate finance background positions the organization for continued growth and success.

"Adding Lee to our executive team positions Good Life to expand our business model in new directions and help the organization and our advisor force to new levels of success," said Conor Delaney, Chief Executive Officer at Good Life Companies. "We have had a great relationship with Lee during his time at LPL and bringing him directly onto our team is a significant achievement," said Delaney.

"My decision to join Good Life was easy as I truly believe in access to financial advice Good Life has a strategic vision to continue to redefine the wealth management space through providing value added services to independent financial professionals." said Lee Alcorn. You can reach Lee Alcorn at (610) 898-6927, extension 2716, or lee.alcorn@goodlifeco.com.

Lee graduated from Virginia Tech (Go Hokies!) with dual degrees in Finance and Political Science. Lee grew up in Blacksburg, VA and moved to San Diego, CA shortly after graduating college. When he is not managing the financial performance of Good Life Lee enjoys spending time with friends and family, traveling, skiing, and spending time outdoors.

About Good Life

Good Life is driven to change how financial products, services, and advice are distributed to everyday clients in communities across the country. To stand out in an industry that has been largely commoditized, Good Life needs to be different to be great. Sometimes being different is not just about being focused on the financial services offered to clients or advisors, but it is about building an ecosystem and community that improves lives. The Good Life culture is centered around a vibrant, upbeat work environment where employees are encouraged to think freely, and dress for their day, all while having a strong focus on overall financial health and physical wellness. For more information, visit GoodLifeCo.com and GoodLifeIA.com.

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