



Laura Varas
Research Partner
Financial Research Corporation

Laura Varas, an enthusiastic collaborator with FRC since 2004, is President of Mast Hill Consulting, which specializes in research and consulting to the financial services industry with an emphasis on retirement and investments. Practice areas include strategy consulting for product initiatives and marketing campaigns, research, white paper development, sales force education, meeting facilitation and vendor selection. She is frequently invited to speak on retirement or investment topics at industry conferences and private corporate events.

In over fifteen years of experience in the U.S. and abroad, Ms. Varas has held leadership roles in Fidelity Investments' mutual fund, retirement and institutional businesses, as well as Citibank consumer banking distribution and strategic planning. Her expertise spans investments, retirement, brokerage and banking, through retail, institutional and advisor channels, to various customer groups. She honed her strategy and customer insight skills in earlier roles at Grey Advertising, Colgate-Palmolive, and in the strategy practice of Mercer Management Consulting. Ms. Varas holds a B.A. cum laude in economics from Yale University, and a Master of Management degree from the Kellogg School at Northwestern University.

About Financial Research Corporation

Financial Research Corporation (FRC) provides the knowledge to build stronger relationships through product development and management, distribution solutions, and marketing strategies. For more than 20 years, our insightful research and consulting services have been assisting marketing, product development, and strategic planning professionals in the creation of innovative products and services. Based in Boston, FRC is at the forefront of assisting its clients to comprehend and respond to the rapid changes occurring in the manufacture and distribution of investment products. Our more than 200 clients include the world's leading asset managers and distributors. For more information, visit www.frcnet.com.