

FPA of Metro New York 20th Annual Forum



David Lau

Founder and CEO
DPL Financial Partners

David Lau is the founder and CEO of DPL Financial Partners, a firm focused on the distribution of commission-free insurance products to the RIA and fee-based advisor channel. He is an executive with more than 25 years of professional experience directing strategy for innovative financial services companies. Mr. Lau has expertise in financial services sales, marketing, technology and operations. Prior to founding DPL, Mr. Lau was chief operating officer of Jefferson National, a leading innovator of tax-advantaged investing strategies for RIAs and fee-based advisors at broker dealers.

David is widely recognized as an innovator in the financial services industry. Throughout his career, he has been driven by a compelling vision: eliminate expensive and inefficient delivery of financial products and services to reduce overhead and pass the saving on to consumers. Prior to founding DPL Financial Partners, David served as Chief Operating Officer at Jefferson National, a leading innovator of tax-advantaged investing strategies for RIAs and fee-based advisors. Earlier in his career, David served as Chief Marketing Officer of E*Trade Bank, as well as its predecessor Telebank.

Through his extensive work with the RIA industry, David saw an important gap in their offering for their clients: INSURANCE. RIA clients needed insurance solutions and RIAs couldn't provide them because of the commission-driven nature of the products. On the other side, insurance carriers wanted to reach the RIA market, but were having little success. David founded DPL Financial Partners in 2014 to address this industry problem. His solution: work with carriers to create insurance products specifically for RIAs – no commissions, transparency, low fees, no surrender. Then provide education and access to these products to RIAs.