

Allianz Taps LifeUSA Founder To Lead Launch of Income Unit

German financial services giant Allianz SE has tapped Robert W. MacDonald, the former chief executive officer of LifeUSA, to direct the launch of an independent, Allianz-capitalized company created to distribute Allianz annuity products through the marketing organization, independent agent and financial planner channels.

Formed in August as a subsidiary of Allianz of America Inc., Allianz Income Management Services Inc. would replicate the distribution model pioneered by LifeUSA by offering nonvoting AIMS shares to affiliated producers. That plan hinges on approval by the U.S. Securities and Exchange Commission to register the company's stock, MacDonald said.

"At LifeUSA, the way we enabled people to share in the company's value was by giving a portion of their



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compensation in the form of stock ownership in the company," he noted.

MacDonald, who went on to become chairman and CEO of Allianz Life Insurance Company of North America before retiring to consulting work in 2002, said the hope for AIMS is that the same enticement to get in on the ground floor appeals to today's life insurance producers.

AIMS is headquartered in Minneapolis. MacDonald, 63, will serve through the initial start-up period as AIMS' chief executive, under the terms of a contract with his firm, CTW Consulting.

"My objective is to get the company established, get it up and running, get the momentum going, and then begin to draw back, but I think that's going to take a couple of years," he said.

—R.J. Lehmann