



FOR IMMEDIATE RELEASE

AmeriLife Appoints Ford Stokes Senior Vice President, Annuity Marketing

Insurance industry veteran and marketing leader fills newly created role to drive best-in-class marketing services for annuities and retirement planning advisors

CLEARWATER, Fla. – October 21, 2021 – [AmeriLife](#) Group, LLC (“AmeriLife”), a national leader in developing, marketing, and distributing annuity, life, and health insurance solutions, today announced that it has hired Ford Stokes as senior vice president, Annuity Marketing. Stokes, reporting to AmeriLife Chief Marketing Officer Ovi Vitas, is charged with providing expert marketing strategies and implementation to AmeriLife affiliates, with the goal of helping financial advisors grow their advisory, insurance and annuities business.

Most recently, Stokes served as an advisor to AmeriLife affiliate V2 Financial Group, where he implemented an aggressive, strategic marketing approach that helped grow V2’s profit 113.78% year over year in 2021. At AmeriLife, Stokes will, among other responsibilities, help define AmeriLife’s annuity marketing value proposition across its distribution network; help affiliates better activate cross-selling opportunities for annuities and retirement planning solutions; and drive third-party credibility of appointed advisors through exclusive thought leadership programs.

"I can't wait to get started supporting AmeriLife’s affiliates and their advisors," said Stokes. "Our affiliates work hard to protect and grow the hard-earned and hard-saved assets of their clients, while also ensuring they can help generate critical income for their clients’ retirement futures. We will work just as hard to help them help more Americans build a sound, successful retirement."

"Ford brings to AmeriLife a significant amount of consumer and financial industry expertise, business knowledge, and strategic acumen," added Vitas. "I couldn’t be more excited to have Ford join the team, and I would encourage any financial advisor or insurance agent to get appointed with one of our affiliates to take advantage of the incredible expertise and qualified prospects that Ford and our team can provide."

Prior to joining AmeriLife, Stokes served as the chief marketing officer with a \$2B independent marketing organization and was a former minority owner of a \$3.4B registered investment advisor. He will continue to maintain his private wealth management practice based in Atlanta. Stokes earned his bachelor’s degree and MBA from Auburn University; holds a Series 65 Securities license; and is a licensed life and health insurance agent in Georgia, Alabama, Florida, Texas and North Carolina. Stokes resides in Atlanta with his wife Diana and their twin girls, Grace and Madison.

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About AmeriLife

AmeriLife's strength is its mission: to offer insurance and retirement solutions to help people live longer, healthier lives. By putting its mission into practice, AmeriLife has become recognized as a national leader in developing, marketing, and distributing life and health insurance, annuities and retirement planning solutions to enhance the lives of pre-retirees and retirees. For 50 years, AmeriLife has partnered with the nation's leading insurance carriers to provide value and quality to customers served through a national distribution network of over 250,000 insurance agents and advisors, over 40 marketing organizations, and nearly 50 insurance agency locations. Visit www.AmeriLife.com and follow AmeriLife on [Facebook](#) and [LinkedIn](#) for more information.

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