

# Biography



John Baez is a Regional Marketing Director for *Lincoln MoneyGuard*® solutions. He is responsible for the Connecticut wire channel market.

John's background includes a number of executive-level positions within the long-term care industry. Prior to joining Lincoln Financial Distributors, John was regional vice president for Genworth Financial in their Long-Term Care Insurance Division and assistant vice president for GE ERC Long-Term Care Solutions, Inc. John was also employed by General Electric Capital Assurance Company in their long-term care division.

He is certified in Connecticut Partnership and a graduate of Western New England University. In addition, he is a Certified Senior Advisor (CSA) and is certified by the Corporation for Long Term Care (CLTC). He holds Series 6, 63, and life and health insurance designations for the states of Connecticut, Florida, Rhode Island, Massachusetts, and New York.

John resides in Waterford, Connecticut with his wife and two sons.

## John Baez, CSA, CLTC

Regional Marketing Director  
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LCN-1199018-051315

POD 5/15 **Z01**

Order code: MGR-BAE-BI0001

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