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New sales manager aims to help more Koreans achieve financial goals with MassMutual

The Michel Financial Group, a general agency of Massachusetts Mutual Life Insurance Company (MassMutual), will announce the appointment of its new sales manager, Gloria Bahk at the grand opening of its fourth Los Angeles office in mid-Wilshire on Sept. 17, 2009.

Before joining the Michel Financial Group, Bahk has had 19 years of experience as a licensed insurance professional with established relationships and a strong network in the Korean community. The Mid-Wilshire office will give Bahk an opportunity to work closer with the Korean community, as the office is near Koreatown in Los Angeles.

“Through the combined efforts of Gloria and our agency, we look forward to giving our clients informed decisions that will help them achieve their financial goals,” says Kim Michel, CEO of Michel Financial Group.

Already a recognizable name in the Korean community, Bahk’s new position at MassMutual’s general agency will give her more opportunities to provide solid guidance on insurance products and services; investment strategies; estate planning; business succession and educational funding strategies.

With the Michel Financial Group backing her up, Bahk is also expected to be more visible and active in various community efforts and programs of MassMutual.

Last Aug. 13, 2009, for example, MassMutual awarded a total of \$60,000 in a national multicultural scholarship program and potential internship opportunities in financial services to outstanding multicultural students. Winners in the Los Angeles metro area are Loren Hinkson of Carson (USC Sophomore); Jamie Kwak of Norwalk (USC Junior); Karen Perez of Los Angeles California State University Sophomore).

Students of African-American, Asian/Pacific Islander, or Hispanic descent who reside in the Atlanta, Houston, Los Angeles and San Francisco metropolitan areas were eligible to apply for one of (12) \$5,000 college scholarships. These students were required to have concentrations in the fields of accounting, business, economics, finance, marketing, math or statistics. The program was administered by the Hispanic Scholarship Fund (HSF).

Bahk is proud of this MassMutual program, because back in the mid-90s she also helped provide prerequisite insurance education and licensing opportunities when she opened the Wilshire Insurance School in Los Angeles to serve the insurance community. In the intervening years, she has worked for AXA Advisors and Prudential as manager of financial services.

Bahk believes her new career path, office and strong support from the Michel Financial Group and MassMutual will help her extend her reach and help Korean customers achieve their financial goals.

The Michel Financial Group in mid-Wilshire is located at 3530 Wilshire Blvd. Suite 1050, Los Angeles, CA 90010. Other offices are in Century City, Orange County and Valley.

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About MassMutual

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MassMutual Financial Group is a marketing name for Massachusetts Mutual Life Insurance Company (MassMutual) and its affiliated companies and sales representatives. MassMutual is headquartered in Springfield, Massachusetts and its major affiliates include: Babson Capital Management LLC; Baring Asset Management Limited; Cornerstone Real Estate Advisers LLC; The First Mercantile Trust Company; MassMutual International LLC; MML Investors Services, Inc., member [FINRA www.finra.org](http://www.finra.org) and [SIPC www.sipc.org](http://www.sipc.org); OppenheimerFunds, Inc.; and The MassMutual Trust Company, FSB.

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