



## Ron Shurts

*CEO and Co-Founder, Annexus*

Keynote & Conference Speaking  
Training Programs & Masterclasses  
Sales & Sports Motivational Speaking  
Podcasts & Interviews

### BIO

Ron Shurts is a dynamic speaker and widely recognized visionary, innovator and leader. As CEO and co-founder of Annexus, he leads the nation's premier retirement planning product design and distribution company. He has achieved billions in sales and formed partnerships with industry giants across a 30-year career.

His powerful storytelling resonates with audiences everywhere, fostering a culture of leadership, resilience and teamwork.

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### EXPERTISE

- Product innovation and the transformation of both the FIA and IUL market
- Creation of groundbreaking new indices in partnership with industry giants
- Retirement planning solutions and generating lifetime income
- Leadership, vision, and the entrepreneur's journey
- Taking dedication and commitment to a new level
- Building successful partnerships with industry leaders

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### VIEW MORE OF RON'S WORK:

- [Asset TV: View From the Floor](#)
- [The Breakthrough Advisor Podcast](#)



### INQUIRIES

For speaking engagements or consultations, please contact  
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