



FOR IMMEDIATE RELEASE

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TED Talks Speaker Jia Jiang Keynotes 2023 TFA Exchange Conference in Las Vegas

[Transamerica Financial Advisors, Inc. \(TFA\)](#) today announced bestselling author, TED speaker and owner of Rejection Therapy, Jia Jiang, as keynote speaker for its 2023 TFA Exchange conference on September 27–28, 2023. Jiang will join on the second day of the two-day event and share his unique perspective on overcoming the fear of rejection. This year's TFA Exchange will feature more than 65 speakers, panelists, and executive leaders from TFA, World Financial Group, Transamerica and strategic product partners.

Each year, TFA Exchange is held to inspire motivation, education, and collaboration across the company to accelerate the business and its financial management strategies. This event will host more than 800 licensed TFA representatives and investment advisors at the MGM Grand Hotel in Las Vegas.

"The Exchange conference will demonstrate what an exciting time it is to be part of TFA. What a privilege it will be to have Jia Jiang join us and share his wisdom through rejection training," said Todd Buchanan, president of World Financial Group, senior vice president at Transamerica. "We're bringing together TFA financial professionals from across our business, and it is imperative to continue learning best-practices that we can use in the ever-evolving landscape of retirement, investment, and insurance solutions."

Jiang left his corporate career after several years to become an entrepreneur and experienced what we all fear—rejection. This led him to write the blog "100 Days of Rejection Therapy," leading to his true calling. Now, as CEO of Wuju Learning, and through his website, Jiang provides resources to individuals and organizations on how to become fearless through rejection training. In 2015, he authored the bestselling book, "Rejection Proof: How I Beat Fear and Became Invincible Through 100 Days of Rejection."

"As TFA works daily to empower people to feel better about their financial future, and to equip more middle market families with access to wealth management strategies and solutions, helping people to manage their fears is sometimes part of the job," said Buchanan. "Over the two days we will be together, we will put Jia's advice into practice as we tune in to what our field advisors need in order to provide best in class service."

To learn more about TFA, please visit www.tfaconnect.com.

About Transamerica

With a history that dates back more than 100 years, Transamerica is a leading provider of life insurance, retirement, and investment solutions, serving millions of customers throughout the United States. Transamerica's dedicated professionals focus on helping people live their best lives through saving, investing, and protecting their loved ones. Transamerica is dedicated to building America's leading middle market life insurance and retirement company, with unique access to the large and growing middle market consumer via World Financial Group and US retirement recordkeeping. Transamerica provides a broad range of quality individual life insurance policies, workplace supplemental insurance benefits, workplace retirement plans, individual retirement accounts, and investment products including mutual funds, annuities, stable value solutions, as well as investment management services.

In 2022, Transamerica fulfilled its promises to customers, paying more than \$46 billion in insurance, retirement, and annuity claims and benefits, including return of annuity premiums paid by the customer. Transamerica's head office is in Baltimore, Maryland, with other major operations in Cedar Rapids, Iowa, and Denver, Colorado. Transamerica is part of the Aegon group



of companies. Each Aegon company is solely responsible for its own financial conditions and contractual obligations. Based in the Netherlands, Aegon is an international financial services holding company.

About Transamerica Financial Advisors, Inc.

Transamerica Financial Advisors, Inc. (TFA) is a broker-dealer and registered investment advisor located in the United States that's in the business of helping people. TFA is a part of Transamerica, a company with over 100 years of history, and is recognized as a leading provider of investment solutions. TFA's representatives strive to serve people from all backgrounds and encourage clients to think differently about their future in pursuit of their financial success. Properly licensed representatives may offer securities and investment advisory services through Transamerica Financial Advisors, Inc. (TFA), Member FINRA, MSRB, SIPC, and federally Registered Investment Advisor.

To learn more, go to <https://www.tfaconnect.com/>

About World Financial Group (WFG)

World Financial Group's 70,000 agents are dedicated to helping individuals, families, and businesses achieve financial security through life insurance, retirement, and wealth-building strategies.

In the United States, life insurance and fixed products are offered by independent agents of World Financial Group Insurance Agency, LLC, World Financial Group Insurance Agency of Hawaii, Inc., World Financial Group Insurance Agency of Massachusetts, Inc., in California dba World Financial Insurance Agency, LLC, and/or WFG Insurance Agency of Puerto Rico, Inc. The WFG companies are wholly-owned indirect subsidiaries of Transamerica Corporation.

Residents of California who wish to be independent agents with World Financial Group Insurance Agency, LLC must already have a life license. Individuals who reside in California may become sales representatives with WFG Direct, a direct sales marketing platform offered through World Financial Group, Inc.

Those U.S. agents who are properly licensed may offer securities and investment advisory services through the affiliate broker/dealer, Transamerica Financial Advisors, Inc. (TFA), Member FINRA, MSRB, SIPC and Registered Investment Advisor.

To learn more, visit <http://www.WorldFinancialGroup.com/>

Media inquiries:

Email: Media.Relations@transamerica.com