

**From:** MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]  
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## **Tariq Khan Appointed Senior Vice President, Head of Market Development for ING U.S. Wealth Management**



ING announced today that it has hired Tariq Khan as Senior Vice President to head market development and multicultural initiatives for its U.S. Wealth Management Wholesale Distribution division. In that role, Khan will develop and implement ING's strategy to expand growing diverse markets, especially multicultural business in its corporate, fixed and variable annuity markets. He will report directly to Bill Lowe, President of the ING U.S. Wealth Management's Wholesale Distribution division.

Previously, Khan served as Vice President for Market Development and Diversity at Nationwide, where he was responsible for enhancing Nationwide's presence in the diverse markets including overseeing strategic planning, advertising and brand management, market development and recruiting efforts for all multi-channel retail distribution. Prior to Nationwide, Khan was Vice President of Marketing at MetLife where he was in charge of all multicultural segments including Hispanic, African-American and Asian markets.

"Tariq's tremendous experience in developing the growing multicultural markets will allow ING to expand our reach to an even broader portion of the overall market," said Lowe. "The United States is more diverse than it has ever been, and it is critical that we're thoughtful and deliberate about tapping this fast-growing segment of the market. With the right approach, we can make it easier for individuals to save and prepare for retirement and their other financial goals."

"I am truly excited to be joining ING, a well-respected global brand in the wealth management arena," said Tariq Khan. "The face of America is changing and creating huge opportunities for all of us and my role will be critical in taking advantage of these opportunities. I'm looking forward to working with ING's leadership and diverse talent to build an infrastructure that will take our business to a new level."

Khan earned a bachelor's degree in international marketing and advertising from Baruch College, and a master's degree in business administration in marketing and management from St. John's University. He is an assistant Vice Chair and Director of the Asian and Pacific Islander American Scholarship Fund, one of the largest U.S. organizations devoted to scholarships for Asian and Pacific Islander American students. He is a frequent speaker at many industry conferences on marketing and diversity.

*ING is a global financial institution of Dutch origin offering banking, investments, retirement services and life insurance to over 85 million private, corporate and institutional clients in more than 50 countries. With a diverse workforce of over 130,000 people, ING comprises a broad spectrum of prominent companies that increasingly serve their clients under the ING brand.*

*In the U.S., the ING (NYSE: ING) family of companies offer a comprehensive array of financial services to retail and institutional clients, which includes life insurance, retirement plans, mutual funds, managed accounts, alternative investments, direct banking, institutional investment management, annuities, employee benefits, financial planning, and reinsurance. ING holds top-tier rankings in key U.S. markets and serves over 17 million customers across the nation. For more information, visit [www.ing.com](http://www.ing.com).*

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About This Newsletter

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