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## **Lawrence Flanagan Named President and CEO Of AARP Services, Inc.**

### **Former MasterCard CMO Selected Based on his ‘Revolutionary’ Creativity and Leadership**

**WASHINGTON, DC**— The Board of Directors of AARP Services, Inc. (ASI) announced today that it has selected Lawrence P. Flanagan as the organization’s new President and Chief Executive Officer.

Martha Dally, ASI Board Chair, said, “Larry Flanagan is a seasoned business executive whose dedication to brand building coupled with his focus on customer service has helped catapult numerous major corporations to the top of their games. His creativity and leadership have been called ‘revolutionary...refreshing, and eye-opening’ by colleagues.”

Dally continued, “Flanagan was Worldwide Chief Marketing and Communications Officer for MasterCard, where he was responsible for the ‘Priceless’ campaign whose worldwide success lay in its simplicity and the universal values it espoused: the notion that ‘there are some things money can’t buy.’ Listening to customer feedback, taking it seriously and acting in a timely way to address customer concerns has been a hallmark of Larry’s success in the business world. He has a keen ability to understand, interpret, and act on data analytics.”

ASI, a wholly-owned taxable subsidiary of AARP, manages the provider relationships for and performs quality control oversight of the products and services that carry the AARP name and are made available by independent providers to AARP members.

AARP CEO Jo Ann Jenkins said, “Larry Flanagan’s strengths are critical to ASI and to AARP as we maintain and grow our strong relationships with current providers and diversify the ASI portfolio into new and different markets. Larry has an extraordinary history of partnership development for some of the largest corporations in the world. He is the kind of high energy innovator who fully understands the challenges of leading ASI and the opportunities for growth and expansion those challenges pose.”

ASI Board Chair Dally agreed, “A strong and dynamic communicator, Larry’s approach to marketing, brand elevation and customer relations is bolstered by his innate ability to draw in customers and audiences of all ages, enabling him to lead innovative revenue-generating programs that have reinvigorated both companies and products.”

Prior to joining MasterCard, Flanagan worked for L’Oréal USA, The Procter & Gamble Co., and started his career in the advertising agency sector. In 2008 he was named “Person of the Year” by the Ad Club of New York. Flanagan holds a bachelor’s degree in Marketing from the University of New Haven.

Following his retirement from MasterCard, Flanagan became Executive Dean of the School of Business at the University of New Haven, where he helped redirect the thinking of a new generation of business leaders in this country and abroad. Flanagan is a member of the ASI Board, and he is the founder of New Tech Haven, LLC, which supports technology entrepreneurs and early-stage start-ups.

Flanagan replaces John Wider Jr. as ASI President and CEO, who earlier this year announced his intent to step down from ASI at the conclusion of his current contract. In thanking Wider for his service, AARP CEO Jo Ann Jenkins said, “During John’s tenure, ASI became a leader in working with providers to develop innovative products and services on behalf of the 50+.”

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#### **ABOUT AARP SERVICES, INC.**

AARP Services, Inc., founded in 1999, is a wholly-owned taxable subsidiary of AARP. AARP Services manages the provider relationships for and performs quality control oversight of the wide range of products and services that carry the AARP name and are made available by independent providers as benefits to AARP’s millions of members. The provider offers currently span health products, financial products, travel and leisure products, and life event services. Specific products include Medicare supplemental insurance; credit cards, auto and home, mobile home and motorcycle insurance, life insurance and annuities; member discounts on rental cars,

cruises, vacation packages and lodging; special offers on technology and gifts; pharmacy services and legal services. AARP Services also engages in new product development activities for AARP and provides certain consulting services to outside companies.

## **ABOUT AARP**

AARP is a nonprofit, nonpartisan organization, with a membership of nearly 38 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment and income security, retirement planning, affordable utilities and protection from financial abuse. We advocate for individuals in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world's largest circulation magazine; AARP Bulletin; [www.aarp.org](http://www.aarp.org); AARP TV & Radio; AARP Books; and AARP en Español, a Spanish-language website addressing the interests and needs of Hispanics. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at [www.aarp.org](http://www.aarp.org).

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