



Rex Cretella, MBA, CLU®

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Background & Experience

Rex is currently a managing partner of Northeast Brokerage Incorporated located in Hartford, CT. He began his career in the financial services industry with Travelers in 1987. Prior to joining Northeast Brokerage in 2007, Rex held senior sales positions at Ward Financial Group/RE Lee Group and Highland Capital Brokerage where he was responsible for growing life insurance production in the wirehouse and independent broker dealer channel. He specializes in estate tax planning issues for high net worth individuals and non-qualified executive benefits for successful, entrepreneurial companies. He has worked with some of the wealthiest families in Connecticut and some of the largest privately held corporations in the region. Rex is a frequent speaker on life insurance, estate planning and business continuation and has been a board member of the National Association of Insurance and Financial Advisors (NAIFA) for several years.

Rex holds the Chartered Life Underwriter designation (CLU®) and is series 7 and 63 licensed. He enjoys playing tennis in his spare time and was formerly a highly ranked regional and national player selected to compete in the trials for the 1984 Olympic tennis team. Rex lives in Guilford, CT with his wife and four kids, Colby, Jaimie, Mariah, and Karlynn.

Certifications & Education

- Vanderbilt University, Nashville, TN - B.A., Political Science
- University of Connecticut, Storrs, CT - MBA, Concentration in Finance