



Meet the Crump Advanced Sales Team

Supporting your sales from open to close, our team members are experienced industry professionals who understand the needs of your clients and are uniquely positioned to provide customized solutions. You may contact a member of the team directly, or start with advancedsales@crump.com.

Team Leadership



Carly Brooks, JD, CFP®, CLU®, Senior Vice President, Advanced Sales
carly.brooks@crump.com

- Case analysis
- Technical support
- Recognized speaker and author

Wholesale Focused Teammates




David Bauer, CLU®, ChFC®, Director, Advanced Sales
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- Case analysis
- Technical support
- Custom presentations
- Published author



Brandi Graver, CLU®, Director, Advanced Sales
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- Marketing liaison
- Case analysis
- Published author



We're here to help! Reach out for assistance with competitive scenarios, case design ideas, sales strategies, technical questions, and educational materials.



Karl Heideman, CLU®, ChFC®, CLTC®, Director, Advanced Sales
karl.heideman@crump.com

- Case analysis
- Product and case design
- Carrier product and software support
- ALU Certified Professional Underwriter



Thomas McKay, CLU®, ChFC®, Director, Advanced Sales
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- Case analysis
- Technical support
- Product and case design
- Published author



Jon Whitacre, JD, CLU®, ChFC®, Vice President, Advanced Sales
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- Case analysis
- Tax analysis and research
- Custom presentations
- Recognized speaker and author

Point-of-Sale and Agent-of-Record Focused Teammates



Carma McCallie, JD, CAP®, Vice President, Advanced Sales
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- Case analysis
- Tax analysis and research
- Custom presentations
- Recognized speaker and author



Haider Al-Dhaif, Director, Advanced Sales
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- Technical support
- Case analysis
- Custom presentations



Advanced Sales teammates frequently contribute to the Crump Insights podcast. Listen on demand!

Knowledge, experience, and resources are what you need to succeed in today's increasingly complex industry and what you get from the Crump Advanced Sales team.



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