



Lori Meter
Business Insurance Strategist
Truist Life Insurance Services

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As a business insurance strategist for the Truist Life Insurance Services (LIS) Business Solutions Team (BST), Lori Meter works with business clients of Truist's Commercial and McGriff lines of business. Lori is centrally located and supports the BST across all territories virtually. With expertise in various business strategies, Lori assists with the discovery, design, implementation, and management of customized business solutions to meet individual and business goals and objectives.

Before joining Truist LIS, Lori worked for a digital life insurance company as a regional insurance consultant, where she managed relationships with several well-known accounts and partnered with financial professionals to recommend tailored solutions using life, long term care, and disability insurance. Additionally, she has over 10 years of experience as a financial professional, as well as experience training financial representatives on core insurance strategies. During her career, Lori has also served as an assistant vice president for a large financial institution. She educated her clients on banking and investment products and helped them strategically plan their retirement and legacy goals.

Lori earned a Bachelor of Science in mechanical engineering from the University of Connecticut located in Storrs, Connecticut, her Master of Business Administration in mechanical engineering from Rensselaer Polytechnic Institute located in Hartford, Connecticut, and she currently holds her Series 7 and 66 designations.

Lori resides with her husband, Jeff, in Winnemucca, Nevada. She has five children and two stepchildren aged 18 to 28. She enjoys sailing, skiing, and traveling in her leisure time.

About Truist Life Insurance Services

Truist Life Insurance Services is part of Truist Insurance Holdings, LLC., which is one of the largest insurance brokerages in the world. Our strategists are here to serve the life insurance needs of our clients and provide life, disability and long term care insurance. We work closely with our clients: listening to your needs (personal and business), paying attention to your priorities, and focusing on the things you value most. Our strong relationships with the industry's highly rated and competitive carriers, combined with our experienced underwriters and case designers, enable us to provide the appropriate solutions to meet all your life insurance needs.



Truist
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