



## **Winged Keel Group Continues its Accelerated Growth with the Acquisition of BryanMark Group, Furthering its Market Expansion**

*Following investment by GTCR to strategically grow the company and enhance its service offering*

**NEW YORK, NY, JUNE 9, 2025**—Winged Keel Group (“Winged Keel”) today announced the acquisition of BryanMark Group, a St. Louis-based provider of life insurance solutions to affluent and ultra-affluent clients. This transaction follows the announcement of GTCR’s strategic investment in Winged Keel in early 2025 to accelerate its growth trajectory and ongoing efforts to build the premier destination for distinguished life insurance advisors and their clients.

As part of the acquisition, BryanMark Group founder Jason Hackmann joins Winged Keel as a Principal and will lead the newly established office alongside his team of brokerage service professionals. Jason is highly regarded throughout the industry for his expertise in helping clients achieve their wealth accumulation, estate and retirement benefit planning goals. BryanMark Group’s decision to align with Winged Keel underscores the firm’s reputation as the partner of choice for advisors looking to maximize their impact through the firm’s robust client service and technology platform and its delivery of innovative life insurance solutions.

Winged Keel CEO Eric Naison-Phillips said, “Winged Keel continues to focus on strategic growth and serving as the leading hub for elite advisors to achieve their greatest potential while remaining deeply committed to the unique needs of our ultra-affluent clientele. The Midwest has been a key target in our expansion plans and Jason is the perfect partner to lead our presence in St. Louis. Having founded his firm more than 20 years ago, he embodies the entrepreneurial spirit of our firm, and he and his team share the same commitment to excellence and best-in-class advice and service that have made Winged Keel a market leader in sophisticated life insurance solutions for ultra-affluent families.”

“My deep respect and admiration for Winged Keel as the absolute best in the industry, along with my longstanding personal relationships with Eric Naison-Phillips and Michael Mingoelli made this an easy decision. In joining forces with Winged Keel, BryanMark Group will be positioned to elevate the innovative solutions we offer to our clients by leveraging their cutting-edge infrastructure platform,” said Jason Hackmann. “Most importantly, this step ensures that our clients will continue to be served by an experienced and dedicated team for generations to come.”

“Our investment in Winged Keel serves to help further drive growth and enhance its industry leading position, as evidenced in the acquisition of BryanMark Group,” said Collin Roche, Co-CEO and Managing Director of GTCR. “The addition of the BryanMark Group team to Winged Keel complements our geographic expansion strategy and strengthens the leadership team with Jason’s vast experience and expertise.”

### **About Winged Keel Group**

Winged Keel Group is an independent life insurance brokerage firm that creates and implements customized life insurance solutions for high and ultra-high net worth, family office and institutional clients. With offices in New York, San Francisco, Boston, Richmond, Washington, D.C., Houston, Atlanta, Denver, and St. Louis, the firm specializes in the structuring and administration of Traditional Life Insurance, Business Continuation Insurance,



WINGED KEEL GROUP®

Private Placement Life Insurance and Annuities, and Corporate-Owned Life Insurance portfolios. For more information on Winged Keel Group, please visit [www.wingedkeel.com](http://www.wingedkeel.com).

Securities offered through M Holdings Securities, Inc., a Registered Broker/Dealer, Member FINRA/SIPC. Winged Keel Group is independently owned and operated. #4557710

**Contact Information:**

Barbara Novak  
Principal  
Winged Keel Group  
212.527.8000