



B I O G R A P H I C A L O V E R V I E W

CHRIS VENN

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Chris Venn is one of the partners at Legacy, and is our marketing practice leader, working with advisors on a daily basis to help them completely transcend traditional competitive offerings.

He has an atypical background and started his career being trained by former members of the British SAS to protect heads of state, royalty and other high-ranking individuals who were at great risk. At the core of that work was the recognition that success invariably requires a different kind of skill-set and a different kind of mindset than one's competition; this applies equally well in business.

Combining the discipline and experiences of startups, growth, acquisitions, business sales and franchising of his own firms has given him a solid grounding that is practical, actionable, and focused on success. Chris has spent the last eleven years specifically working with top financial advisors who want something more than just traditional marketing; and good thing, because it's become quite clear that traditional approaches to marketing are faltering.

Overwhelming potential clients with information and technical data doesn't work and the normal thinking about "differentiation" is fractured. Successful marketing is fundamentally about creating incredible relationships, and a new context is required to pull that off. Chris works with advisors on a daily basis to help them completely transcend traditional competitive offerings.

