

In the Spotlight



David Shoup

Vice President, Insurance Division

An insurance advocate and a self-professed rabid University of Michigan fan.

David is an experienced insurance professional and a strategic advisor to agents on life insurance, long term care, disability income, and fixed annuities. He makes the complex simple and brings new ideas to case design, prospecting, training, and recognizing client needs.

David's love for financial planning and sports started at a young age. Running a large newspaper route as a 12-year old, he quickly learned the value of a dollar and was hooked on baseball card collecting and autographed sports memorabilia. By actively monitoring the values of cards, it was like managing a stock portfolio, and probably the reason why he chose a career in finance and insurance.

The Michigan obsession began around the same time, as two of David's cousins (from nearby Carmel HS) played football at the University of Michigan under the legendary Bo Schembechler.

David is extremely passionate about the future of the insurance industry. With an aging demographic of career insurance agents, there is more opportunity than ever for advisors and agents in this underserved market, which is the foundation of every financial plan.

Outside of work, David is actively involved in youth sports along with his wife, Molly, and two children, Braden and Kenna. They are always on the go between sporting events, coaching and regular exercise, which is why he took full advantage of the **John Hancock Vitality** program for his personal insurance so he could compete with his wife in living a healthy lifestyle.

When asked for his favorite inspirational quote, David was quick to respond:



“Try to keep up!”– Molly Shoup

