



John Asfar, CLU, ChFC, CFP®

Regional Marketing Director, Northeast Region

John Asfar serves as the Regional Marketing Director for the Penn Mutual Northeast Region, where he represents a team of professionals providing local expertise, product knowledge and superior service to a network of experienced advisors. John specializes in advanced planning concepts that satisfy the unique needs of business owners, executives, professionals, and high net worth individuals.

Prior to his role at Penn Mutual, John was the Regional Vice President, Life Insurance, for AIG Financial Distributors and was responsible for driving sales and recruitment in the North Atlantic Region. From November 2012 through January of 2019, John was consistently one of the leading Regional Vice Presidents at AIG Life Brokerage.

John has a wealth of industry knowledge, with more than 25 years of experience. Prior to joining American General, he was a Brokerage Manager for Minnesota Life with Langdon Ford Financial in New Jersey. John also served eight years as a Regional Vice President for SunLife Financial. He spent 12 years in the field as a planner and producer with Prudential prior to serving in a regional director capacity with that company.

John attained a bachelor's degree in criminal justice from St. John's University and has earned the Chartered Life Underwriter (CLU), Chartered Financial Consultant (ChFC) and Certified Financial Planner (CFP) designations. He holds a Life license and FINRA Series 6, 63 and 65 licenses. John is a member of the Society of Financial Service Professionals (SFSP), the National Association of Insurance and Financial Advisors (NAIFA), and the Association of Advanced Life Underwriters (AALU). He completed and attained the FALU designation in the Spring in 2018.

He is based in Middleton, New Jersey and is proud of his service to the community as a youth wrestling coach from 2005-2018.