

Number Smarts

“We were one of a few original firms that became a significant player in our space when Premium Finance came into the market.”

Manuel Vidal knows how to learn from experience... and he's found a way to make it work for him. As the CEO of Premium Finance Group, the 30-year veteran of the financial industry leads the company in offering the opportunity for high net worth individuals to buy jumbo life insurance policies at a fraction of the cost. The firm was born of Vidal's experience: “Throughout my career, I saw Wall Street use clients' monies to satisfy the firms' revenue objectives while providing a decent return to the client,” he explains. In his current model, the goal is to use Wall Street monies to *make* money, and he's been making that a reality for clients by working to ensure his company offers the best solutions, products and lenders possible. “In the end, we are a family-owned firm that understands the long-term commitment required to service the business,” he says.

Quick Facts

A few of his defining characteristics:

“Determination, passion & faith.”

Favorite sugary treat: “Krispy Kreme glazed donuts.”

He's got the discipline: “Exercising and leading a healthy lifestyle has helped me both mentally and physically.”

After hours: “I'm a pretty good salsa dancer – I actually mimicked Beny Moré in a musical production called *Anorada Cuba* during the '70s.”

Text by Cristina Zuazua; Photo by Ximena Etchart

*Manuel Vidal is the CEO of Premium Finance Group; 255 Alhambra Circle, Ste. 1200, Miami; 786.529.0458; PremiumFinanceGroup.com. **BM***

