

# Superior Service

*“Working on Wall Street, I watched clients taking most of the risks — I wanted to create a platform where we could change those dynamics.”*

Manuel Vidal knows how to learn from experience. As the CEO of Premium Finance Group, the 30-year veteran of the financial industry leads the company in offering high net worth individuals jumbo life insurance policies at a deep discount. In his current model, the goal is to use Wall Street monies to implement the strategy without diluting clients’ assets. Premium Finance Group has been making that a reality for clients by working to ensure the company offers the best solutions, products and lenders. His greatest joy is that his kids joined him 5 years ago, changing how clients view the firm. “They realize that there’s a long-term commitment and succession plan in place,” he says. “My wife deserves a lot of the credit for my kids joining me — she’s always believed in keeping family close and united. It’s been great as the company continues to grow and evolve.”

## Quick Facts

**Athletic mindset...**“Being into sports has taught me how to be a team player, compete and be graceful, win or lose.”

**Where he got his start:** “Citicorp offered me the best schooling and experience!”

**Career Inspiration:** “Family is incredibly important to me and I’m very proud of building something lasting with them.”

Text: Cristina Zuazua; Photo: Ximena Etchart

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