

# PROFESSIONAL BIO

## Tiffany A. Markarian

*Award-Winning Marketing Strategist*

**TOP MARKETING CONSULTANTS  
IN FINANCIAL SERVICES**

*The Entrepreneur Times, August 2025*

**THE LEADING MARKETING  
MINDS IN THE FINANCIAL INDUSTRY**

*The Enterprise World, August 2024*

**TOP MARKETING STRATEGIST  
IN THE FINANCIAL INDUSTRY**

*Financial Services Review  
Magazine, November 2023*



Since 1995, Tiffany Markarian has personally coached thousands of wealth advisors, managers, and financial services organizations in driving business productivity, practice equity and overall growth. She draws from her deep field experience as a Director of Marketing for Allmerica Financial, Senior Consultant at MetLife/New England Financial, and Director of Marketing for Signator Investors, Inc. She additionally served as Director of Business Development for a Massachusetts wealth advisory firm for seven years prior to founding Advantus Marketing in 2014. She is renowned as an industry-leading marketing strategist and sales consultant.

What her clients say Tiffany does is create a much needed level of change and accountability. She helps you understand historical sticking points to get you executing. Tiffany speaks at numerous industry conferences throughout the year including NAPFA, FSP, FPA, NAILBA, NAIFA, FINSECA, LIBRA and regional firms and broker/dealers.

She has been featured in *NAPFA Advisor magazine*, *ThinkAdvisor*, *Advisor Magazine*, *NAIFA Advisor Today*, *NAILBA Perspectives*, *Aspire Magazine* and the *GAMA International Journal* for her results in helping firms and advisors increase the equity value of their practice and retain and strengthen client relationships. In 2025, Tiffany was named among the “Top Marketing Consultants in Financial Services” by *The Entrepreneur Times EN Magazine*. In 2024, Tiffany was named “The Leading Marketing Minds in the Financial Industry” by *The Enterprise World*. In 2023, Tiffany was named “The Top Marketing Strategist in the Financial Industry” by *Financial Services Review Magazine*, and in 2020, she received the esteemed Chairman’s Award from NAILBA.

