



For Financial Professionals Serving Federal Employees

Chris Kowalik is a nationally recognized speaker for federal employee organizations and financial service organizations throughout the country.

As a former active duty Marine, Chris brings an unyielding passion for entrepreneurship and a keen drive for empowering others to succeed. She founded ProFeds in 2008 to help financial professionals thrive during crippling economic times by properly serving their federal client base.

Leveraging nearly two decades of experience in the financial services industry, she is the most trusted coach among financial professionals serving federal employees.

Through the ProFeds Federal Retirement Impact Workshop, she pairs thousands of underserved federal employees with competent and qualified financial professionals each year.



Chris Kowalik

Speaker • Coach • Trainer

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Most Popular Speaking Topics for the Financial Professional Audience

The Accidental Fed: How Not to Test Your E&O

The Top 10 planning fumbles of financial professionals who work with federal employees on occasion, but not on purpose

Niche Up: The Impact of Specializing Your Practice

Identify your ideal client base to laser focus your business efforts
Tailor your strategies to position yourself as the expert
Anticipate financial planning challenges and unique opportunities
Embrace the idea that you really can get more with less

Federal Focus: The 'Strategy' of Zeroing In

Simplify benefits and retirement decisions for federal employees
Bring clarity to complex concepts so it is easy to take action
Follow an efficient process to naturally navigate the sales cycle
Ask powerful impact questions to help prospects understand the financial consequences of inaction

About ProFeds

ProFeds is a nationwide support structure for financial professionals serving federal employees and is headquartered in the Chicago area.

The team provides tailored training to financial professionals on the unique complexities of federal benefits to help them provide credible, top-notch financial planning services to their federal clients.

ProFeds is proud to be a Service-Disabled Veteran-Owned Small Business serving the training needs of federal agencies by providing high-quality retirement workshops as a federal contractor.



“ Your depth of knowledge was evident to our audience and helped deliver on our theme of specialization. You received a 5-star review. Great work. Professional, prepared and engaging.

Barbara Ristow, CFP®
Financial Planning Association ”

Professional memberships, affiliations & featured publications

