

# Press Kit

Integrity Marketing Group Acquires IFC National Marketing



## IFC National Marketing Expands Integrity Platform to Help Americans on Their Healthcare Journey

Industry-leading agency joins Integrity to provide technology and product expansion opportunities to the agents they serve and support

**DALLAS** – January 19, 2021 – Integrity Marketing Group, LLC (“Integrity”), the nation’s largest independent distributor of life and health insurance products, today announced it has acquired IFC National Marketing, Inc. (“IFC”), a leading health insurance marketing organization based in Fairmont, Minnesota. As part of the acquisition, IFC owners Dave Martens, Dave Thesing and Todd Villeneuve will all become owners in Integrity. Financial terms of the transaction were not disclosed.

IFC has held a strong presence in the industry for nearly 20 years, with three offices across Minnesota. With a focus on providing exemplary service to their agents, IFC has built an industry reputation for their impressive year-over-year agent retention rate. IFC agents help serve more than 70,000 Americans annually, specializing in senior products including Medicare, health and life insurance, as well as final expense products and annuities. By partnering with Integrity, IFC agents will benefit from Integrity’s additional carrier relationships and gain access to Integrity’s industry-transforming technology.

“The leaders of IFC saw the value of being part of a larger organization and quickly understood the innovative, tech-focused vision of what we’re building at Integrity,” said Bryan W. Adams, Co-Founder and CEO of Integrity. “We’re taking a group of already successful people and arming them with the tools, resources and technology they need to supercharge their growth. We’re proud that IFC is now part of Integrity’s mission to innovate insurance and meet consumers wherever they are.”

“We’ve watched other industry-leading organizations join forces with Integrity and we are ready to experience that same success at IFC,” said Dave Martens, Co-Owner and COO of IFC. “We’ve had tremendous growth over the years, but we realized we needed more resources to position IFC for a successful future. We’ll be focusing on what we do best, which is bringing agents into the fold, while Integrity’s technology and platform network support our goals to drive growth forward.”

“Integrity really understands how important agents are to our business and has built a platform that enables us to fully support them in today’s increasingly technology-driven marketplace,” said Dave Thesing, Co-Owner and CFO of IFC. “By partnering with Integrity, we bring our agents a wide range of services to be more efficient and increase their productivity. In addition, the collaboration with other Integrity partners is unmatched, which makes this partnership better than I ever could have imagined.”

As an Integrity partner, IFC and their agents will have access to Integrity’s innovative, proprietary technology and software, including robust online quoting, enrollment and CRM capabilities, customized reporting, data and more. IFC will also have access to extensive shared services such as human resources, IT, accounting and full-service marketing and social media expertise. These resources will allow IFC to retain focus on their agents, diversify their product offerings and stay current as Integrity continues to reshape the industry. IFC employees will also qualify for meaningful company ownership through the [Integrity Employee Ownership Plan](#).

“Throughout this process, Integrity has lived up to its name over and over again,” said Todd Villeneuve, Co-Owner and President of IFC. “Our employees are like family and we are thrilled to see that Integrity treats its employees the same way. One of the most exciting aspects of this partnership is the Employee Ownership Program, where our employees become owners as well. That has been on our wish list for a long time and now our employees get to succeed along with us. For IFC, the question wasn’t if we should partner with Integrity, it was how fast we could partner with them. I couldn’t be more excited about the opportunities ahead to transform the industry with Integrity!”

For more information about IFC’s partnership with Integrity, view a video at [www.integritymarketing.com/IFCNationalMarketing](http://www.integritymarketing.com/IFCNationalMarketing).

#### About Integrity Marketing Group

Integrity Marketing Group, headquartered in Dallas, Texas, is the leading independent distributor of life and health insurance products focused on meeting Americans wherever they are — in person, over the phone and online. Integrity is innovating insurance by developing cutting-edge technology designed to simplify and streamline the healthcare experience for everyone. In addition, Integrity develops exclusive products with insurance carrier partners and markets these products through its distribution network that includes other large insurance agencies throughout the country. Integrity’s almost 5,000 employees work with over 325,000 independent agents who service more than seven million clients annually. In 2021, Integrity expects to help insurance carriers place over \$3.5 billion in new premium. For more information, visit [www.integritymarketing.com](http://www.integritymarketing.com).

#### About IFC National Marketing

IFC National Marketing, headquartered in Fairmont, Minnesota, was founded in 2003 by Todd Villeneuve, Dave Martens and Dave Thesing. For almost 20 years, IFC has been serving Americans with their insurance needs through their nationwide agents and brokers. Their concierge service provides sales support for Medicare and group health plans, life insurance, fixed annuities, final expense, critical illness, voluntary workplace and long-term care solutions. IFC believes in delivering world-class service — with a family feel. For more information, please visit [www.ifcnationalmarketing.com](http://www.ifcnationalmarketing.com).

#### Media Contact:

Rachel Aird, Public Relations Director  
ThomasARTS  
[press@thomasarts.com](mailto:press@thomasarts.com)  
801-706-7005

#### Partnership Inquiries:

Eric Pederson, Vice President of Business Development  
Integrity Marketing Group  
[eric.pederson@integritymarketing.com](mailto:eric.pederson@integritymarketing.com)  
866-650-1857

# Bryan W. Adams

Co-Founder & CEO

---



Bryan is the Co-Founder and Chief Executive Officer for Integrity Marketing Group and leads the day-to-day operations of the company. Bryan also serves on the Board of Directors of Integrity.

Bryan is the founder of Legacy Safeguard, LLC a company dedicated with helping members leave a lasting legacy and being remembered long after they're gone. Bryan is considered one of the nation's leading experts in the Senior Market and speaks frequently across the country about the importance of helping families on one of the most difficult days of their lives. He consults with leading insurance companies to help them offer the best products to this market.

Prior to founding Integrity, Bryan was Vice President of Business Development at Directors Investment Group, Inc., a financial services company that operates several life insurance companies, a registered investment advisory firm, bank holding company and a mutual fund family. Advancing through a series of leadership roles in sales, marketing and product development, Bryan became the youngest Vice President in the company's history, where he oversaw all expansion efforts throughout the United States.

Bryan has a degree in Business Administration from Texas Tech University. Bryan and his family live in Highland Village, Texas.

# Todd Villeneuve

Managing Partner

---



Todd is the Co-Owner and President of IFC National Marketing and Managing Partner at Integrity Marketing Group.

Originally from Fairmont, Minnesota, Todd first entered the financial services industry in 1993. Todd is actively engaged in his community as a member of his local NAIFA organization, Rotary Club and Knights of Columbus. Todd is proud to consider many of his agents as his closest friends and he loves helping them successfully market and grow their agencies. Having an attitude focused on family and friendship is what he strives for at IFC National Marketing.

Todd and his wife, Denise, are proud parents of Audrey, Frankie and Tessa. His love of his family and love of life are worn on his sleeve and usually followed by a hardy laugh. Todd enjoys spending time at his cabin with family and friends. He is a huge sports fan and an avid golfer. He is a proud University of Minnesota alumnus and booster.

# Dave Thesing

Partner

---



Dave is the Co-Owner and Chief Financial Officer of IFC National Marketing and Partner at Integrity Marketing Group.

Dave has had a storied and illustrious 40-year career in the life, health and financial planning industry. He started his career as an agent with Farm Bureau Insurance, transitioned into agency management and is now Partner and Owner of a successful independent brokerage firm with offices throughout Minnesota.

Throughout his career, Dave gained a reputation for not only recruiting agents, but retaining them. He was recently honored to earn the 2019 - 2020 John J. Symanitz Award from the Minnesota Association of Health Underwriters in recognition for helping to develop hundreds of agents who have thrived in their practices and their communities. Dave consistently works to find what he calls “triple wins” for everyone he works with. He strives to make sure that the client, the carrier providing the coverage and his agents and firm wins.

His true accomplishments extend beyond work. Dave is most proud of his wife of more than forty years, three adult children, their spouses and his granddaughter (number 2 is on the way), and he cherishes the enduring personal friendships this business has kindled.

# Dave Martens

Partner

---



Dave is the Co-Owner and Chief Operations Officer of IFC National Marketing and Partner at Integrity Marketing Group.

Dave received his Bachelor of Science Degree in teaching and coaching at Bemidji State University. After college, he managed and owned health clubs for 12 years. In 1988, he transitioned into the insurance industry starting as an agent with Farm Bureau Insurance and advancing into management in 1992. In 2003, he helped start IFC National Marketing headquartered in Minnesota.

One of his greatest professional achievements was serving as President and Chairman of the National Brokerage Agencies (NBA). Dave has also been a member of NAIFA, serving twice as President of two local chapters; he was also a Field Manager and on their state board. He is engaged with NAILBA and GAMMA. Dave values family, not only his personal family, but his co-workers, agents, all the NBA member principals, the NBA staff, the companies he does business with and now the Integrity family.

Dave has been married for 37 years to Cindy and together they have two grown children, Katelyn and Ben. He loves to golf, hunt, fish and snowmobile, and participate in other outside activities with family and friends.



