

Make the shift: Former marketing manager to agent of life

By AAN team | 11 Aug 2021

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Financial planning is not just about the dollars and cents. At Great Eastern, we have a team of professional, knowledgeable advisers who serve our clients with a heart.

In this series, we hear from our agents of life who have joined us from different industries, who share insights on how their skills have helped them learn new tricks, how they are contributing to their clients' lives in a valuable way.

Here is the story of Diana Tiong who has made the shift from being a marketing manager.

1. What motivated you to make the shift?

"I wanted a career where I can make a direct and meaningful impact in people's lives. In addition, I wanted to have full control of my time at work. This career enables me to do that as my success is almost fully dependent on my hard work."

2. How has your past vocation helped you in your current career with Great Eastern?

"I was a marketing manager in a statutory board. Understanding my stakeholders' needs was key to doing well in my job. This is what I am still doing today in my current role, which is to communicate and understand my clients' needs to help them with their financial planning.

3. Why be an agent of life at Great Eastern?

"Great Eastern emphasises the importance of taking care of our customers' needs which is aligned with my personal belief and work conviction."

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