

ARS Leadership Team Bios



Dave Paulsen

Chief Executive Officer

With more than 30 years of financial services experience, Dave Paulsen brings credibility, leadership and a track record of forging strong partnerships built on personal connections to his role with ARS. He has extensive executive leadership in the financial services industry and considerable experience leading and growing companies. Dave has served as president of Individual Solutions and chief distribution officer for Transamerica, and CEO for World Financial Group and Transamerica Financial Advisors. He also sits on the board of directors for several organizations.



Abby Canfield

Chief Operating Officer

In a series of expanding leadership roles over the past 15 years, Abby Canfield has applied her strong communication, strategic planning and problem-solving skills to build an impressive record of professional achievement and success in the financial services industry. She shares her passion for bringing innovative financial solutions to the market that help customers attain their long-term financial goals. As head of operations, Abby is responsible for implementing product solutions, managing integrations and overseeing day-to-day platform operations.

Before joining ARS, Abby held leadership roles at Transamerica, where she served in various financial, operational and transformational capacities, primarily in the individual solutions product lines. In addition, she worked for Transamerica's parent company, Aegon, focusing on strategic initiatives to grow their institutional asset management business.

Abby earned a Bachelor of Business Administration degree in finance and marketing from the University of Iowa and holds Certified Investments & Derivatives Auditor (CIDA) and Life Office Management