



**Wayne Chopus**  
**President & CEO**  
**Insured Retirement Institute**

Wayne Chopus is President and CEO of the [Insured Retirement Institute](#) (IRI), the leading association for the entire supply chain of insured retirement strategies. IRI champions retirement security for all through leadership in advocacy, awareness, research, and the advancement of digital solutions within a collaborative industry community.

Upon joining IRI in 2019, Chopus initiated a reorganization to amplify the association's longstanding strengths and position it for new challenges. Under his leadership, IRI has advanced several advocacy objectives, including two major retirement security laws and enhanced federal and state consumer protection regulations for financial professionals.

IRI also launched a groundbreaking initiative to advance digital solutions throughout the annuity lifecycle to better address consumers' retirement needs.

Chopus revamped IRI's conference and events strategy to improve member engagement, resulting in record-breaking attendance and sponsorship revenue. Additionally, under his guidance, IRI created a Women in Leadership Initiative to promote the advancement and inclusion of women in the finance industry. He focused IRI's research and media communications efforts to extend the association's reach and thought leadership.

In elevating IRI's reputation and stature, Chopus has emphasized delivering value, leading to an increase in members, record member retention, and increased revenue. His commitment to industry collaboration led to Chopus organizing and hosting a first-of-its-kind summit with the CEOs and senior staff of eight financial industry trade associations.

Under Chopus, the association's advocacy and marketing efforts have been recognized. Chopus was listed among "Washington DC's 500 Most Influential People" by *Washingtonian* magazine and named a "Top Lobbyist" by *The Hill*, a notable Washington, D.C. periodical.

Chopus is a member of the U.S. Chamber of Commerce's Committee of 100 and the American Society of Association Executives Key Industry Associations Committee.

Before IRI, Chopus was a respected retirement income industry executive for nearly three decades with Prudential Financial and The Hartford, two of the nation's major life insurance companies. He held executive leadership positions in sales, strategy, and business intelligence. He is widely recognized for his annuity product distribution and broker-dealer engagement expertise.

Chopus lives in Northern Virginia with his wife and two daughters.