

## Access to Experts

### **Cara Sjodin**

Vice President; Sales Strategies, Marketing Training and Communications  
Ameriprise Financial

Cara Sjodin currently holds the position of Vice President -- Sales Strategies, Marketing Training and Communications at Ameriprise Financial in Minneapolis. She has 19 years marketing experience in service related industries. Cara completed her undergraduate studies at the University of Minnesota with a B.A. in Speech/Communications and holds NASD Series 7 and 24 securities licenses. She spent the first nine years of her career in various marketing positions with Lifetouch, the national school photography company. Cara made the leap to marketing financial services with Ameriprise Financial (formerly American Express Financial Advisors) in 1999, working to develop financial programs for the women's market, emerging and mature markets. She led the strategic development of retail alliance partners and local marketing, including client facing seminars, events and referral marketing initiatives.

Special interests outside of work include photography, reading and golf. She currently is a Twin Cities Women's Council member and a Mentium mentor. Cara resides in St. Paul with her husband and two daughters, age 7 and 11.

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