



Ken Zarske

**Managing Director
Creative Planning Retirement Services
Minneapolis, Minnesota**

Ken is a managing director for Creative Planning Retirement Services. His primary responsibilities include new business development and strategic consulting to plan sponsors regarding governance, fiduciary liability, mergers/acquisitions, and plan optimization. He has more than ten years of retirement plan industry experience, including client consulting roles for a global benefits consulting firm and business development for one of the nation's largest retirement plan service providers. He is a Certified Plan Fiduciary Advisor (CPFA®) as designated by the National Association of Plan Advisors. Ken received his B.B.A. degree in finance from the University of Wisconsin-Eau Claire.