Barry D. Flagg is the inventor and founder of Veralytic®, the leading online publisher of life insurance pricing and performance research and product competitiveness ratings. Veralytic is the result of his unique background in both the fiduciary investment business where he became the now oldest, youngest Certified Financial Planner (CFP®) in history, and as a life insurance expert consistently recognized in the top 1% of the industry. He's renowned for applying Prudent Investor Principles to life insurance product selection or retention and portfolio management

As a result, he serves as sub-advisor to thousands of irrevocable life insurance trusts (ILITs) as well as RIAs and wealth managers, is a contributing expert to CNN, Forbes, Insure.com, and USA Today among others, leads curriculum development and instruction for Applied Fiduciary Practices involving life insurance for The Center of Board Certified Fiduciaries at Wake Forest University, and serves as volunteer to the CFP Board Professional Standards and Legal Department for complaints involving life insurance. Barry has authored numerous articles for national publications on the management of life insurance as an asset according to established and proven asset management principles and frequently teaches continuing education courses about same to attorneys, CFP®s, CPAs, and CTFAs.

Barry's speaking and writing includes addressing the national conferences of the AICPA Personal Financial Planners (PFP), Ernst & Young Annual Family Office Accounting & Tax Education, Fi360, Financial Planning Association (FPA), Grant Thornton, Holland & Knight, HSBC Bank/WTAS, Notre Dame Tax Institute, the Academy of Financial Services (AFS), and many of the largest independent distributors of life insurance in the U.S. He has also been published by the ABA, AICPA, CCH, Fiduciary & Investment Risk Management Association (FIRMA) and Trust & Estates, cited by ALI/ABA reference text, guest lectured at Leadership Bootcamp for Life Insurance Stewards at West Point, Stetson Law, Texas Tech University and the Wall Street Academy, and appeared on national internet radio shows for a number of the largest insurers in the U.S.

Barry is also a Chartered Life Underwriter (CLU®), Chartered Financial Consultant (ChFC®) and Cum Laude graduate of the W. Paul Stillman School of Business at Seton Hall University. Barry has been on the CFP Board's Disciplinary and Ethics Commission, an adjunct faculty member of the College for Financial Planning and is a member of the Financial Planning Association (FPA), and the Million Dollar Round Table (MDRT) Top of the Table continuously since 1993.