

## EPISODE SUMMARY:

In this episode of The Rainmaker Podcast, host Gui Costin sits down with Brad Jung, Head of North America Advisor and Intermediary Solutions at Russell Investments. Jung shares insights on sales leadership, team alignment, and how to effectively manage a large, remote sales force while maintaining high performance.

Jung opens with his personal story, reflecting on his early work experiences, from a childhood paper route to working construction in college. These formative experiences instilled in him the value of hard work, relationships, and the importance of service—principles that have shaped his leadership style today.

As the conversation shifts to Russell Investments, Jung discusses the firm's evolution from institutional investment management to serving individual investors. He explains how the company's institutional sales approach trickled down into financial advisory services, allowing individual investors to benefit from the same level of sophistication as large institutions. With over \$331 billion in assets under management as of 12/31/24, Russell Investments is a global leader in investment management solutions.

A key focus of the episode is managing a remote sales force effectively. With 70% of his 120-person North American team working remotely, Jung emphasizes the importance of alignment, communication, and transparency. He structures his leadership approach around five pillars: strategy, structure, people, process, and performance. Weekly pipeline meetings ensure sales teams remain accountable, while leadership focuses on removing roadblocks to success. He also highlights the importance of tracking and reporting sales activity to prevent misalignment between internal and external sales teams.

Jung introduces a “collision” communication method, where informal, unplanned conversations replace rigid, scheduled meetings. He actively reaches out to team members for short check-ins, believing these real-time interactions provide deeper insights into challenges and opportunities. He also discusses the necessity of a robust CRM system, ensuring all sales activities are logged, analyzed, and leveraged for smarter decision-making.

As the discussion unfolds, Jung emphasizes the role of mentorship and continuous learning. He urges young professionals to find mentors, stay curious, and master their craft. He also shares leadership lessons from his own journey, emphasizing the importance of knowing your “why”, inspiring a shared vision, and leading with a personal, relationship-driven approach.

The episode wraps with a discussion on prioritization and adaptability in leadership. Jung stresses the importance of focusing on what truly matters, staying agile in the face of industry changes, and fostering an environment where salespeople feel supported, valued, and motivated to perform at their best.