



**David Krasnow**

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David Krasnow is a vice president and senior retirement plan advisor at NFP. He has specialized in employer retirement plan fiduciary services for over 30 years. Krasnow has advised employer clientele in excess of \$2 billion in retirement plan assets and works extensively with matters pertaining to the fiduciary duties of employer-sponsored retirement plans. He works side by side with retirement plan committees to ensure that they are fulfilling their fiduciary responsibilities while thoroughly documenting the processes. In 2018, Krasnow established two more growing businesses—Silver Lion Student Loan Advisors and Thrive. Silver Lion Student Loan Advisors was created to help individuals who are struggling with their student loan debt to enroll in a government-sponsored program with the goal of decreasing their monthly payment. Krasnow's other new company, Thrive, was created to allow employees to use company 401(k) match funds for student loan repayment, helping employees pay down their debt from education loans without increasing the employer's benefits budget. Krasnow frequently speaks at various industry forums nationwide including SHRM, ASPPA and SPARK. He was invited to participate at the target date fund hearings in Washington D.C. and testified on a panel before the SEC and DOL.