NEWS RELEASE

LINCOLN INVESTMENT

Lincoln Investment Names Tara Harkins Senior Vice President, Marketing

Harkins joins the firm to lead marketing strategy and strengthen how Lincoln Investment supports the growth of its financial professionals and their practices.

Fort Washington, Pa., September 15, 2026 – Lincoln Investment Planning, LLC (Lincoln Investment), a leading full-service broker-dealer and registered investment adviser, today announces the appointment of **Tara Harkins as Senior Vice President, Marketing**, effective Aug. 25, 2026.

Harkins will lead the firm's marketing strategy and organization with a focus on strengthening the Lincoln Investment brand, deepening engagement with financial professionals and creating marketing capabilities that help financial professionals build and grow their businesses. She will oversee brand, digital marketing, practice management and other marketing initiatives designed to support the firm's broader growth strategy.

"Tara understands that great marketing starts with a deep knowledge of business and the people we're here to serve," said **Kathy Leckey, Chief Executive Officer** of Lincoln Investment. "Her experience and perspective will help us strengthen our brand and find new ways to support our financial professionals."

Harkins brings more than 20 years of financial services marketing experience to Lincoln Investment with leadership roles spanning brand strategy, product and channel marketing, demand generation, digital marketing, events and financial professional engagement. She previously held marketing leadership positions at Harbor Capital Advisors, Lincoln Financial Network and Voya Financial.

"What attracted me to Lincoln Investment is its commitment to giving financial professionals the freedom to build their businesses their way," said Tara Harkins, Senior Vice President, Marketing at Lincoln Investment. "I'm excited to build on that foundation and help bring the Lincoln story to life in a way that resonates with our financial professionals and their clients."

Harkins will work closely with leaders across Lincoln Investment to connect the firm's marketing strategy with its business priorities and the evolving needs of its financial professionals. Her focus will include strengthening the firm's market positioning, expanding practice management and business-building resources, enhancing financial professional communications and creating a more-connected marketing experience across the firm.

“From our first conversations, Tara stood out for the clarity of her thinking, her understanding of the financial professional experience and her belief that marketing should be a true driver of growth,” said **Dan Alexander, Chief Business Development Officer** at Lincoln Investment. “She brings the leadership, experience and fresh perspective to elevate Lincoln’s brand and strengthen how we engage with and support our financial professionals. I’m thrilled to welcome Tara to Lincoln and confident she will make a meaningful, lasting impact.”

Lincoln Investment is majority family-owned and supports financial professionals with investment solutions, technology and business support designed to give them the flexibility and freedom to build their practices their way. Financial Planning's 2026 IBD Elite study ranked Lincoln Investment No. 13 among independent broker-dealers based on 2025 revenue.*

About Lincoln Investment

With over 57 years of proven industry leadership and experience in delivering investment strategies, Lincoln Investment is a leading broker-dealer and registered investment adviser. Its network includes ~1,000 financial professionals nationwide representing over $60 billion in client assets. For more information, visit **www.lincolninvestment.com** or follow on **LinkedIn**, **X** or **Facebook**.

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*Issued August 20, 2026, the annual IBD Elite ranking conducted by Financial Planning contains data on 37 firms and their 2025 revenue, as reported by the firms themselves. Working with an award winner is no guarantee of future financial success. Individuals should conduct their own evaluation. Firms do not pay a fee to Financial Planning in exchange for inclusion in the Financial Planning IBD Elite ranking list, but may pay for advertising rights. Source: www.financial-planning.com

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