



Michael S. Berry, ChFC

Founder & Managing Member

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Michael founded and became the Managing Member of MSF Companies in 2012 and offers his clients 20 years of experience in the financial services and life insurance spaces. He specializes in insurance, asset protection, tax reduction, executive benefits, asset allocation and comprehensive financial planning strategies for all U.S., Non-U.S., and global citizens.

MSF Companies are honored to support a client list comprising the top 5% of plastic surgeons and dermatologists worldwide. He is passionate about serving the healthcare and aesthetics industry and all entrepreneurs. Michael is also an Owner of Lion Street; a national financial services distribution company with over 150 firms nationwide. Lion Street Firms all specialize in financial solutions for high-net-worth individuals, family offices, business owners, and corporate clients.

Since 2018, Michael has been a featured judge for the Global Aesthetic's MyFaceMyBody Awards Gala; the only non-medical judge. In 2009, he received the prestigious award for "Four Under Forty" as a top advisor from the National Association of Insurance and Financial Advisors (NAIFA). Michael was also the recipient of the "Ann Liston Award for Excellence in Ethical Standards" from Northwestern Mutual and is the multiple-time recipient of the coveted "National Quality Award" (NQA). Medical Economics Magazine, has recognized Michael as one of the "150 Best Financial Advisors for Physicians."

Michael is a published author and subject matter specialist. His work has appeared in Physicians Money Digest, Medical Economics, The Law Journal Newsletters, and Financial Advisor Magazine. Michael is a veteran speaker and has addressed audiences at the HCAA (National Health Care CPA Association), The Business of Pain Management, Lion Street Indaba, The Rainmaker Companies, and national industry association events.

Michael graduated from the University of Rhode Island in 1991 with a Bachelor of Arts degree in Communications and holds the Chartered Financial Consultant (ChFC) designation from the American College in Pennsylvania. He holds active licenses in Life, Health and Accident Insurance and the NASD Series 6, 63, 66, and 7 licenses.

Michael resides in Newtown, Connecticut with his wife Christine and three children. When Michael is not working or spending time with his family, he enjoys crossfit and tennis. For more information about MSF Companies and to access its comprehensive library of resources, please visit www.msfcompanies.com.

MSF Companies is a financial consulting firm that provides asset management, asset allocation, financial planning, insurance design, asset protection, tax reduction solutions, corporate structure analysis, benefits plan design, education planning, retirement plans, estate planning, and business succession planning.

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