

Amy Glynn Named New President at Viking Cove Institute

Major leadership transition news kicks off VCI's annual leadership summit as Glynn will succeed Bill Chetney Jr., who is moving to industry firm (k)new era



by Brian Anderson · February 27, 2025 · 3 minute read



Omni La Costa Resort in Carlsbad, site of this week's Viking Cove Institute 2025 Industry Leaders Summit. Image credit: © Sandra Foyt | Dreamstime.com

Well-known retirement industry veteran Amy Glynn will be stepping into the role of President at Viking Cove Institute, succeeding Bill Chetney Jr., who VCI said in a press release today “passes the reins with confidence in Amy’s vision and leadership.”

Glynn will be welcomed to the position this week as industry leaders gather today through Saturday for the Viking Cove Institute 2025 Industry Leaders Summit in the firm’s headquarters city of Carlsbad, Calif.

“I am proud of all we have achieved at Viking Cove Institute, and I am confident that Amy is the right leader to carry the torch forward,” said Bill Chetney Jr. “VCI remains firmly committed to empowering independent retirement-focused advisors. With this strong foundation, I’m excited to shift my focus to (k)new era, a firm dedicated to supporting this same demographic. We look forward to showcasing the unique opportunities our platform offers to advisors and partners.”



Amy Glynn

Glynn, the newly appointed President, has been with the company from the start. “I am incredibly fortunate to have the opportunity to work alongside the best and brightest professionals in the industry, who are dedicated to serving hardworking Americans. As many practices are being acquired by large insurance companies, the importance of an independent community has never been greater. I am excited to lead VCI at this critical time and help advance the industry in new and meaningful ways.”

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Glynn further revealed some exciting initiatives for 2025, including the introduction of *VCI 100 Annual Insights*, a research-driven report that will leverage the collective intelligence of VCI's members. The Institute is also investing in new technology to enhance *VCI Community Circles*, dynamic spaces designed to foster member engagement and professional growth. "Think of these circles as your professional gym with coaches and peers, designed to help you be your best," said Glynn. These circles will include targeted communities for *Young Guns*, *Women's Leadership*, and specialized forums on topics like *AI*, *Financial Wellness*, and the emerging *Healthcare Fiduciary Frontier*.

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VCI Founder and Industry titan, Bill Chetney Senior, who has played an instrumental role in building VCI's membership of over 600 advisors across 200 firms, expressed his pride in the transition. "Over the years, we've cultivated a remarkable group of industry leaders, including the *VCI 100*, who drive the industry forward. Amy has been with us from the start, and I'm thrilled to see her take VCI to new heights. At the same time, I couldn't be prouder of my son and excited for the future of (k)new era."

Founded in 2001, Viking Cove Institute (VCI) was born out of a vision to serve independent retirement advisors who were underserved by

large wire houses in terms of Fiduciary tools, services and community. This insight led to the creation of the independent aggregator model, which remains a cornerstone of VCI today. The Institute offers its members a comprehensive suite of tools, training, resources, conferences, and best practices to help them thrive in an ever-evolving financial landscape.

The major leadership transition coincides with the Viking Cove Institute 2025 Industry Leaders Summit in Carlsbad. The annual event features a roster of top-tier speakers including William Beale, [Barb Delaney](#), Lisa Kottler, Sheri Fitts, Marcia Wagner, Jamie Greenleaf, Brad Arends, Liz Davidson, [Jania Stout](#), George Fraser and more.

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Veteran financial services industry journalist Brian Anderson joined 401(k) Specialist as Managing Editor in January 2019. He has led editorial content for a variety of well-known properties including Insurance Forums, Life Insurance Selling, National Underwriter Life & Health, and Senior Market Advisor. He has always maintained a focus