

Orlando R. Cruz
MissionSquare Retirement Liaison

Orlando Cruz is responsible for a broad range of retirement savings, financial planning, investment-only (DCIO) and advisory programs (including government, education, healthcare, and not-for-profit retirement plans), which deliver on the organization's mission of "serving those who serve". He has overall responsibility for all revenue and client-facing sales teams across the corporation, which include approximately 250 teammates. Mr. Cruz reports to ICMA-RC's President and CEO, Lynne Ford.

Mr. Cruz brings more than 28 years of experience leading the development of highly effective and successful sales organizations. Prior to joining ICMA-RC in 2020, Mr. Cruz was a Senior Vice President and Market Executive at PNC Investments and led a team delivering wealth management and retirement products and solutions to clients. With extensive leadership in the financial services industry, he has served in several executive roles, including President & CEO of MetLife's broker-dealer organization (MetLife Securities, Inc.), President of the Retail Investor Channel at Voya (ING) Financial, and 18 years at Wells Fargo Corporation in leadership roles focused on retirement at both the plan sponsor and participant levels, as well as international pension funds.

Mr. Cruz earned a B.A., Finance, from the University of Miami. He is a Registered Principal and holds appropriate insurance licenses. Mr. Cruz is fluent in Spanish.