

HARRIS S. FISHMAN
 FIRST FINANCIAL GROUP/
 MASS MUTUAL
CEO FILE

‘Live life
 to the fullest.’

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PERSONAL INFORMATION

Name: Harris S. Fishman.
Title: President.
Company: [First Financial Group/MassMutual](#), Bala Cynwyd, with offices in New Castle, Del.; Marlton, N.J.; and Ocean City, N.J.
Type of company: Financial planning, insurance and investments.
Number of associates: 100.
Revenue in last fiscal year: \$100 million of new client deposits.
Recent project: Sponsored more than 1,200 special needs children to attend a [Philadelphia Phillies](#), Wilmington Blue Rocks, and Trenton Thunder game for Disability Awareness Nights.
Education: University of Delaware, BS in finance (1989); [American College](#), chartered life underwriter, certified financial consultant (1993).
First job: Construction at age 13.
Little-known fact about you: Started my own business at age 16.
Home: Rydal.

BUSINESS PHILOSOPHY

Essential business philosophy: Create an environment where talented people will excel and motivate them to succeed.

Best way to keep a competitive edge: Attract great people, provide great incentives and rewards and get out of the way.
Yardstick of success: Achieve personal and business life balance.
Goal yet to be achieved: All of our associates achieve their full potential.

JUDGMENT CALLS

Best decision: Marrying my wife Ellen.
Worst decision: Not buying more season tickets seats for the Eagles games.
Toughest decision: Deciding on how fast to grow the firm.
Mentor: A former business partner and co-workers.

TRUE CONFESSIONS

Word that best describes you: Committed.
Like best about your job: Helping our clients and our associates achieve their goals.
Like least about your job: Terminating employees.
The most important lesson you’ve learned: Think big!
Life motto: Live life to the fullest and lead by example in all aspects of life.
Greatest fear: Poor health of a family member.

Person most interested in meeting: Tiger Woods — because his focus, determination and success are second to none.
Company you respect most: Microsoft Corp. — because they literally changed the way business is done in the world.
First choice for a new career: Life coach.
Greatest extravagance: Taking my dad to the Super Bowl.

ET CETERA

Award/honor most proud of: MassMutual’s Gold Chairman’s Trophy for being the top agency in the country in 2008. Also, Philadelphia Business Journal’s Best Places to Work Award in 2007 (No. 1 in the medium-size company category).
Most influential book: “Seven Habits of Highly Effective People,” by Stephen Covey.
Favorite movie: “Wall Street” and “Caddyshack.”
Favorite restaurant: Buddakan in Old City.
Favorite vacation spot: Aruba.
Favorite room in the house: The family room with the fireplace on — it’s where I can relax.
Favorite way to spend free time: Traveling with my family.
Car you drive: Lexus LS460.