



Kelly Piacenti, MA, ChSNC[®]

Head of SpecialCareSM
MassMutual

Kelly Piacenti leads the MassMutual SpecialCare program which encompasses a network of nearly four hundred Special Care Planners¹. She also manages strategic partnerships between MassMutual and national non-profit organizations serving the special needs community; including, but not limited to: The Arc, Autism Society, Huntington's Disease Society of America (HDSA), National Down Syndrome Congress (NDSC), Tuberous Sclerosis Alliance, and United Cerebral Palsy (UCP).

Kelly currently serves on the National Board of Directors for UCP and previously served on the National Board of The Arc for 8 years, concluding her term in 2020. She is also a member of the Advisory Board for both The Academy of Special Needs Planners and The American College Center for Special Needs. Additionally, she formerly held the role of Chair for MassMutual's ADAPT Business Resource Group, which is dedicated to promoting inclusion and better serving the disability community.

Kelly has presented at numerous industry conferences across the country, such as **LIMRA Advanced Sales Forum**, **Disability:IN Global Conference**, etc. and has been a featured guest on various radio talk shows and podcasts. Her insights have also been published and quoted in a wide range of industry publications focused on the special needs community, i.e. *Exceptional Parent Magazine*, *U.S. News World Report*, *ConnectCom*, etc. In April 2024, United Cerebral Palsy honored her with their annual *Chair Award*, recognizing individuals who have demonstrated exceptional volunteer leadership and support for UCP's mission and vision. In May 2017, Kelly received the *Theresa Award* from the Theresa Foundation for her outstanding community service and advocacy for individuals with special needs. Additionally, in fall 2015, *Working Mother* magazine named Kelly as a "*Working Mother of the Year*" in its "*100 Best Companies*" feature.

Kelly spent 25 years at MetLife from 1991 to 2016, where she led the MetLife Center for Special Needs Planning for 11 years until joining MassMutual in July 2016. She holds a Master's degree and resides in Chester, New Jersey with her husband and their children. Having been the mother of a child with special needs for 19 years, Kelly brings invaluable personal experience, deep understanding, and compassion to her work – serving as a trusted mentor and resource for families navigating similar journeys.

"I'm dedicated to supporting families nationwide who have dependents with special needs, guiding them through legal and financial complexities to help them achieve their unique goals."

¹The Special Care Planner title is used by financial professionals with Massachusetts Mutual Life Insurance Company (MassMutual) who have received advanced training and information in estate and tax planning concepts, special needs trusts, government programs, and the emotional dynamics of working with people with disabilities and other special needs.

