



**Christopher Calloway**

Chris Calloway, Founder and President of several successful ventures has a BS degree in marketing and a MA degree in psychology. Chris' particular interest is consumer behavior and he has spent several years in medical sales for pharmaceutical and bio-tech companies. He went on to work in marketing for several health plans including a stint as Director of Marketing for United Healthplans a Chicago HMO. He ran an advertising agency [www.CallowayCommunications.com](http://www.CallowayCommunications.com) that specialized in online marketing to niche communities. In 2001 Chris founded E-med Marketing, a healthcare focused marketing consulting firm serving hospital and physician clients across the USA. In 2004 he launched [www.WayOutMarketing.com](http://www.WayOutMarketing.com) to serve the marketing and business development needs of mortgage brokers. In addition to these ventures he started a lifestyle magazine (Carrollwood's Best) targeted at high net worth homeowners in Northwest Tampa and surrounding communities. Chris sold the magazine to a competitor.

Today Calloway owns a mortgage company Equity Financial group [www.EquityFinGroup.com](http://www.EquityFinGroup.com) and works professionally as a financial adviser for New England Financial (a MetLife company).