

PHILADELPHIA BUSINESS JOURNAL

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, insur-
ance 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: At-
tract 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 em-
ployees.

**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 mem-
ber.

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: MassMu-
tual's Gold Chairman's Trophy for being the top
agency in the country in 2008. Also, Philadel-
phia Business Journal's Best Places to Work
Award in 2007 (No. 1 in the medium-size com-
pany 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.