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Partner Content

## Make the Shift: Former Finance Professional to Agent of Life - Reena Guo

By AAN team | 15 Dec 2020

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Reena Guo (Credit: Great Eastern)

Singapore Life & Health Agents/Advisors

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Changing career might seem daunting, but it can also be one of the most rewarding experiences. Here's the story of Reena Guo, who made the shift from a former finance professional to now a Great Eastern Agent of Life.

#### What motivated you to make the shift?

"I wanted to shape my own business and be in control of my time, income and career progression."

#### How has your past vocation as a Finance Professional helped you in your current career at Great Eastern?

"I was able to carry over useful skills and insights, like client relationship management abilities and financial product knowledge. These things gave me the confidence to serve my clients."

#### Why be an Agent of Life at Great Eastern?

"How often in life does one get to represent a company that is well known to Singaporeans of all ages? More than half the battle is won for us when the company's history and credentials speak for themselves. Aren't we lucky!"

Everyone has something unique to offer. In collaboration with Great Eastern, we'll be bringing you various Agents of Life, who have made the shift, to share their story.

From those who've served in the military to those from the finance industry, they're here to answer your questions and give you insights on how their old skills have helped them learn new tricks.

Considering making a move out of the same industry? Find out more [here](#).