



Marlene Freeman

Managing Partner

Marlene Freeman is co-founder and Vice President of USEBSG's Partner Firm, Riata Financial Group. She became a licensed Insurance Agent in 1982 and has served as an assistant and office manager since that time. Marlene has over 30 years of experience in management and has administered many facets of the business including sales, enrollments, processing business, servicing clients, implementing data uploads, computer programming, and payroll.

Prior to co-founding the firm with her husband, Rusty Freeman, Marlene worked at Kemp Independent School District and Northeast Independent School District as a Coach and Physical Education Assistant.