

SHERRI LINDENBERG

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SENIOR MARKETING & COMMUNICATIONS EXECUTIVE

Top Marketer. Changemaker. Influencer. Strategic Business Partner who drives sales growth, expands market presence, and enhances brand visibility. Highly respected dynamic leader known for embracing innovation and technology; creating inclusive cultures; delivering strategic, creative, and impactful marketing initiatives and events. Propels operational efficiencies, boosts productivity, and drives revenue. Created a high-performing team of cross-functional, remote professionals and third-party, industry-leading marketing/hospitality vendors. Recruits, develops, and retains top talent.

- **Broad Marketing Expertise.** Career spans the complete marketing cycle, from insights and strategy to execution, measurement, and continuous improvement. Transformed marketing team from order-takers to business partners. Consistently earned increased responsibility to maximize marketing team impact at Crump.
- **Organizational Transformation.** Handpicked by CEO to lead change and modernize processes at Crump. Engaged cross-functional teams to embrace change by listening, setting proper expectations, building excitement, encouraging participation, communicating frequently, and planning engaging training activities.
- **Digital Innovation.** Developed and implemented digital strategy aligned with business objectives at Crump, Marsh, and Equitable. Increased efficiency and productivity, decreased costs, and boosted client satisfaction.

EXPERIENCE

Crump Life Insurance Services, Harrisburg, PA

2003 – 2023

Major brokerage general agency (BGA) and diversified multichannel distribution company including wholesale, point-of-sale, agent of record, independent marketing organization (IMO), and underwriting business process outsourcing (BPO) services. Owned by Truist.

SENIOR VICE PRESIDENT, MARKETING

Headed Marketing Communications (internal, external, digital), Meetings and Events, Sales Development, and Customer Relationship Management. C-suite member, reported to CEO. Led a marketing team of 20 remote reports responsible for internal/external messaging, marketing campaigns, incentive programs, events, webinars, training programs, CRM implementation, as well as internet/intranet functionality/content, and social media. Executive sponsor of diversity, equity, and inclusion (DEI) initiatives; close collaborator with sales leadership to recruit, retain, and develop independent and affiliated insurance brokerage producers.

- Supported 1,000+ Crump employees and 50,000+ licensed financial professionals with an annual premium portfolio exceeding \$10B.
- Developed annuity marketing and sales campaigns that drove annual annuity premiums from \$1B in 2014 to a run rate surpassing \$6B by 2023.
- Brought sizzle to life insurance through an engaging, enjoyable workplace, exciting learning activities, and creative messaging. Turned new marketing team and sales professionals into insurance subject matter experts eager to create content for marketing collateral, social posts, training, videos, webinars, and articles.
- Initiated in-person meetings, trainings, and team bonding events that yielded incremental sales.
- Coached, developed, and fully integrated new Sales Development Specialists (outbound marketing) into the team; grew the group from six to 20 engaged outbound marketers on fast track to promotions.
- Championed end-to-end digital strategy. Automated signups, moved to electronic commissions, and integrated CRM sales and marketing data. Introduced compliant social media marketing, growing followers organically 15% YOY. Launched highly successful monthly educational and thematic podcasts for financial professionals, growing listeners 43% in 2023.
- Oversaw 1+M monthly emails supporting monthly marketing themes, specific campaigns, products, carriers, business units, brand-building activities, and lead generation. Open rates consistently averaged 20-30%.
- Led the reinvention, retooling, and transition of 20 offices to a virtual workplace.

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Marsh, Inc., New York, NY

2002–2003

Global leader in insurance broking and risk management, providing global, national, and industry-specific solutions.

SENIOR VICE PRESIDENT, TECHNOLOGY MARKETING AND COMMUNICATIONS

Reporting to Chief North American Digital Officer, launched technology products to 50,000 global colleagues after marketing staff and rollout plans were lost in the collapse of the World Trade Center on 9/11. Managed a team of 25+ and network of 40+ knowledge managers.

- Restored confidence and rebuilt an engaged marketing communications team that collaborated with national creative staff to produce a customer and sales associate intranet, CRM tools, informational messaging, training programs, sales collateral, and user advocacy groups.
- Managed teams of creative staff in NYC and remote locations providing user training in person and online.
- Created a culture within technology department that embraced and incorporated user input into the project design process; led user-experience testing and research.

Equitable, New York, NY

1998 –2002

One of America's leading financial services providers since 1859.

VICE PRESIDENT, INTERACTIVE SALES SOLUTIONS

Directed 35-member cross-functional team in partnership with IT, business groups, and consultants to develop strategy, business requirements, metrics, design and testing to rollout, communications, implementation, and support of e-business offerings to sales intermediaries and clients.

VICE PRESIDENT, CLIENT RELATIONSHIP GROUP

Led a team of 13 in developing and implementing communications strategy launching enterprise-wide financial planning services. Managed business and technology partnerships and all marketing/communications programs.

VICE PRESIDENT, BRAND STRATEGY AND POSITIONING

Developed communications plan for launch of new brand structure and market positioning. Supported company renaming and repositioning to the sales force; developed strategies for branding AXA Advisors (now known as Equitable Advisors) as an independent financial planning organization.

INDUSTRY AFFILIATIONS

Committee Member, Help Protect Our Families cross-association insurance industry campaign, Finseca
DEI Committee Member, Past Chair Influence Committee, Past Board Member, Financial & Insurance Conference Professionals (FICP)
Member, Prevue's Editorial Advisory Board, *Prevue Magazine*

RECENT PUBLICATIONS & ATTRIBUTIONS

Budget Blues: The Uncertain Economy Makes Planning Meetings Difficult, *Insurance & Financial Meetings Management*, Oct 10, 2022

How Marketing Analytics is Changing Life Insurance, *Martech Outlook*, Mar 9, 2022

2022 Outlook: Industry Leaders Remain Steadfast in Their Hopes for a Strong Rebound, *Insurance & Financial Meetings Management*, Dec 16, 2021

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A New Approach: COVID-19 Has Forever Changed How Planners Do Their Jobs, *themeetingmagazines.com*, Aug 2, 2021
The Transformational Power of Insurance Analytics, *Insurance CIO Outlook*, May 2021
Keeping all the Bricks in Place Virtually, NAILBA's *Perspectives Magazine*, Jan 28, 2021
Wealth Management 2020 Midyear Outlook, Aug 25, 2020
LIMRA MarketFacts, Jul 20, 2020

AWARDS & RECOGNITION

2023 (2 times), 2021 (2 times) Showcase Awards, Insurance Marketing & Communications Association (IMCA)
2023 Top Ten Marketer, 2022 Top 50 Marketer, The OnCon Icon Awards
25 Most Influential People in the Incentive Industry for 2017, *Incentive Magazine*
Changemaker 2015: For Energetically Embracing What's New and Daring to Try the Untested in a Risk Adverse Industry, *MeetingsNet.com*

EDUCATION & TRAINING

Master of Arts, Journalism and Communications, University of Florida, Gainesville, FL
Bachelor of Science, Journalism and Communications, University of Florida, Gainesville, FL
AXA University "Telemaque" Executive Leadership Program, AXA (now Equitable) Life