# BUSINESS AMERICA

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## **\* \* \* \* \* \* 2018**These 95 women are raising the bar on gender equality in the industry

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#### TAPPING INTO THE ENERGY MARKET

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## ELITE WOMEN 2018

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## Be inspired by 95 of the insurance industry's most trailblazing women

**THE HUNDREDS** of nominations that flooded in this year for *IBA*'s annual Elite Women list made it clear that women have been making their voices heard in what was once a male-dominated field. While women continue to face unique challenges when building their careers, the insurance professionals on the following pages have proved that climbing to the upper echelons of the industry is no longer impossible. Twenty-two percent of this year's Elite Women hold C-suite positions, while many others have taken on management-level roles at their respective companies.

From the CEOs who built companies from the ground up to leaders in environmental insurance and insurtech, these 95 women are shaping a new future for insurance. Their stories will undoubtedly help to encourage and empower all women who strive to be the insurance industry's next great leaders.

Check out one of *IBA*'s Women in Insurance summits this fall, featuring panel discussions, networking and more. Find all the details at **women.ibamag.com**.

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### ELITE WOMEN 2018





#### ANITA NEVINS

Direct Connection Advertising & Marketing

Anita Nevins has served the P&C insurance industry in various marketing roles since 1986. In 2003, she established Direct Connection Advertising & Marketing, a boutique agency specializing in advertising, strategic marketing and communications for the industry. Her work has helped clients connect with target audiences, increase brand exposure, drive website traffic and generate leads to grow their business. While her team has grown, Nevins continues to personally direct and consult on client campaigns and initiatives.

Nevins is also the driving force behind the Virtual Insurance Marketplace, the P&C insurance industry's first live virtual trade show, which launched in 2010. Now branded as Spark Online Events, the concept has since been embraced by some of the industry's leading associations and companies.



#### DONNA DEMAIO

Executive vice president and COO, general insurance

Responsible for ensuring the operational effectiveness of

general insurance at AIG, Donna DeMaio drives technology strategy and leads project management across the global business, in addition to leading the corporate procurement, real estate and administration functions. Prior to AIG, DeMaio was president and CEO of United Guaranty Corporation, which experienced record-breaking profitability, financial stability and mortgage sales volume under her leadership. She has also held positions with MetLife Bank and PwC. Outside of the office, DeMaio serves on the board of the Greensboro Partnership, Board of Opportunity Greensboro and Elon University's Love School of Business.



#### SONYA O'MALLEY

Vice president, human resources

Breckenridge Insurance Group

Sonya O'Malley built her human resources career from the ground

up, starting while she was still in college, when she was hired as an HR assistant for Acadia Insurance. Today, O'Malley leads all aspects of HR for Breckenridge Insurance Group, including employee relations, talent management, organizational development, compensation and benefits, and more.

"I've been lucky enough to have had great HR mentors in the past," she says, "and I'm very happy to be working under the leadership of Tracey Carragher, CEO of Breckenridge, who values input from the senior management team and encourages growth and development for the entire staff."



#### **VIVIANE KRIEF-WOODCOCK**

President, workers' compensation practice

#### **RT Specialty**

Viviane Krief-Woodcock has built a long and impressive career as a leader in insurance, providing notable expertise and service to the industry. This includes 10 years of experience underwriting property & casualty risks at Chubb, particularly marine and energy-related accounts, which contributed to a strong underwriting background for the company's large and complex accounts. Krief-Woodcock then joined International Facilities Insurance Services [IFIS], where she was instrumental in building the workers' compensation unit into a multimillion-dollar business. She moved to RT Specialty after it acquired IFIS in 2013.

Today, as president of RT Specialty's workers' compensation division, Krief-Woodcock is responsible for the growth of the platform, which has more than \$400 million in written premium. A significant portion of her work involves building extensive partnerships with numerous top-rated carriers to provide an array of solutions that cover all sorts of challenges in the workers' compensation market.

Passionate about various philanthropic causes, Krief-Woodcock is a founding member of the Women's Circle of Los Angeles' Make-A-Wish Foundation and participates in all kinds of advocacy activities, from organizing a walk for breast cancer to joining the recent march for gun control in Washington.