



GRAND INSPIRATION

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EMILY HATHCOAT

Vice President, Head of Marketing
CNA



ABOUT THE SPEAKER

Emily Hathcoat serves as vice president and head of marketing for CNA. In this role, she is responsible for achieving the company's business objectives for growth through marketing and communication programs that generate demand from target customer groups, enable sales, engage customers to influence retention and positively represent the CNA brand.

Hathcoat takes pride in working with her team to deliver actionable results from creative marketing campaigns. These efforts have resulted in CNA earning numerous Awards of Excellence and Best of Show honors from the Insurance Marketing & Communications Association over the past decade.

She joined CNA in 2001 as a marketing communications senior specialist. Hathcoat's other roles there have included field marketing manager, marketing director and assistant vice president, marketing. She assumed her current role in 2015.

Hathcoat holds the CNA-sponsored seats on the InVEST board of directors of the Independent Insurance Agents & Brokers of America (Big "I"), as well as the Insurance Industry Charitable Foundation Midwest Region. Additionally, she is the executive vice-chair of the IMCA board of directors and serves on the not-for-profit Ravinia Associates board, supporting the Highland Park, Ill., Ravinia Festival.

Hathcoat earned her bachelor's degree in history from Creighton University and her master's degree in marketing from Saint Louis University.

PRESENTATION SUMMARY

What Can You Do? Driving Company-Wide Transformation as a Marketer

What happens when marketing is the first to see a trend or a big opportunity for your organization? How do you get your voice heard and position marketing as a business driver? During this workshop, you will learn how to wield your advantage and utilize your position at the front line with customers to understand what customer centricity would mean for the organization, translate "insurance speak" of your internal professionals into the customer's language to drive real business value and strategies you can engage to inspire and lead change within your organization from the executive level down to every individual, customer-facing or not. Marketing strategy is business strategy. It's time for marketers to take the lead!