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**Insurance Marketing & Communications Association
Debuts CMO Council for Senior Marketing Leaders**

Group Launches in 2020 for Networking, Informational Value

MINNEAPOLIS (January 14, 2020) – The Insurance Marketing & Communications Association (IMCA) has launched an exclusive council as a networking and educational resource for top insurance marketing leaders.

“The new IMCA CMO Council will help top marketing and communications leaders embrace the challenges they face in leading insurance brands,” said IMCA Chair Valerie Foster, with Berkley Alliance Managers in Chicago. “We are poised to be their efficient, go-to source for key insurance industry trends, practical advice and peer-to-peer networking.”

Foster noted that the council “was inspired by discussions with senior insurance marketers who are looking for a platform like this and interested in building it out. While there are cross-business groups that engage top marketers on a regional basis, the IMCA CMO Council is the first and only network of its kind for the insurance industry.”

The IMCA CMO Council is open to marketing and communications leaders at insurance carriers, brokers, managing general agents, and other industry firms. Their titles could be chief marketing, communications or experience officers; or EVP or SVP of marketing or communications, or similar top roles.

The council will engage these leaders and their team members as part of the annual IMCA Conference, to be held June 22-24, 2020 in Orlando.

The IMCA CMO Council’s activities will provide a go-to source for insurance industry insights, practical advice and networking. Senior leaders will participate in discussions on trending topics; hear from peers as well as advertising and social media executives; join in panels or roundtable discussions moderated by journalists; and engage in networking events. A steering committee currently is being assembled.

For more information on the council, please visit imcanet.com/cmo or contact IMCA board members Peter van Aartrijk (703.868.0144; peter@Aartrijk.com) or Jim Flynn (309.253.1395; jim.flynn@onefire.com).

About IMCA

The Insurance Marketing & Communications Association, originally founded in 1923 as the Insurance Advertising Conference, is the longest-standing insurance marketing trade association in North America. IMCA is made up of 120 regional and specialty companies, general agencies, prominent industry suppliers, multi-line insurance companies and brokerage firms. Membership is drawn from insurance and financial services industries throughout the U.S., Canada, Mexico and Bermuda.

The IMCA's diverse members specialize in insurance marketing, communications, advertising, sales promotion, public relations, social media, and emerging digital communications practices. IMCA's purpose is to:

- Promote excellence in insurance marketing and communications.
- Provide professional development and networking opportunities for members.
- Foster the sharing of ideas and experiences among members.
- Promote a positive image of the insurance industry.

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