

Hi, I'm Kristen

Marketing and Communications, New York



MY ROLE AT GUY CARPENTER

I am a marketing leader, responsible for defining and implementing a global digital marketing strategy that supports the larger Guy Carpenter business strategy. I work closely with brokers and senior leadership to understand the areas of opportunity for Guy Carpenter and then collaborate with my marketing and communications colleagues to craft strategies for effectively delivering our message to clients and prospects.

WHY I CHOSE A CAREER IN (RE)INSURANCE

The insurance industry is one of the world's oldest industries and has always been centered around developing strong client relationships. Understanding the needs of a client and being able to deliver an innovative solution to meet those needs is personally very fulfilling. Everyday brings new and exciting challenges. It gives me a sense of pride to be part of such a longstanding and crucial element of society.

WHAT HAS SURPRISED ME THE MOST

I was pleasantly surprised to find out how much passion and comradery there is in an industry where the core product is a "piece of paper and a promise to pay." All of the internal and external clients I have worked with are passionate about their area of expertise and display a strong drive to help others. It also feels that no matter what your role is in this industry, we are all united across a common purpose of providing excellent client service and thoughtful risk-management expertise.

MY BACKGROUND

I have a Bachelor's degree in Environmental Science and a MBA in Finance and Management, the latter of which I obtained while working as an underwriter. When I began my career, I aspired to change the world in whatever way I could. Nearly 15 years later, I continue to try to make a difference with every role I take on; from scientist to underwriter to underwriting manager to marketing leader.

#CareerTrifecta, #InsuranceCareersMonth