



SageSure's Tammy Nelson Honored With Women in Insurance Leadership Recognition

Jersey City, NJ – September 10, 2019 – [SageSure Insurance Managers \(SageSure\)](#), the largest independent residential property managing general underwriter (MGU) in the U.S., is pleased to announce that the company's chief marketing officer, Tammy Nelson, has been selected as one of *Digital Insurance's* Women in Insurance Leadership 2019 honorees.

The Women in Insurance Leadership Awards recognize the most dynamic, innovative female leaders in the insurance industry. Nelson was nominated and selected for building SageSure's marketing and sales team, ultimately igniting the company's focus on developing a brand and customer experience able to capture a loyal following.

"I am humbled to stand alongside the other Women in Insurance Leadership honorees who are working every day to transform the insurance industry," said Nelson. "Diverse perspectives can positively influence the way insurance companies find innovative solutions to meet changing customer expectations."

As CMO for SageSure, Nelson is responsible for leading sales, marketing, and customer experience to develop strategies that ultimately support the growth of the organization. Nelson has more than 25 years of marketing experience, 17 of which have been in the insurance industry. She has built marketing teams from the ground up, as well as led teams as large as 300 employees and budgets in excess of \$30 million. She consistently cultivates a dynamic company culture to deliver on-brand promises and elevate the overall customer experience.



"Tammy's insurance expertise paired with her best practice of putting the customer at the center has been a great asset for both SageSure and the industry as a whole," said Terrence McLean, CEO for SageSure. "She constantly challenges us to put a sharper focus on the customer as we continue to meet their ever-changing expectations. Her motivation comes from a place of wanting to improve the experience for everyone involved."

Seen as an influencer and expert commentator, Nelson's marketing research has been published in the *Journal of Consumer Marketing* and she has been interviewed in several marketing publications. She has been a frequent speaker at conferences and events around the country, and in 2016, she was selected as Chief Marketing Officer of the Year by The *Cincinnati Business Courier* C-Suite Awards, a program honoring top executives in Greater Cincinnati.

Nelson will be recognized at the October 29, 2019 Women in Insurance Leadership Conference being held this year at the Westin Michigan Avenue in Chicago.

###

About SageSure Insurance Managers (SageSure)

SageSure Insurance Managers is the largest independent residential property managing general underwriter in the United States. SageSure develops competitively priced property insurance products for its highly rated carrier partners and distributes these products through a growing network of insurance agents and brokers. SageSure offers 41 products in 14 states, managing nearly all operations for more than 245,000 customers. For more information, visit [SageSure.com](#). **For more information, please visit the SageSure website at [www.sagesure.com](#).**