



Lisa Grover

Vice President, Marketing

SIAA

Joined SIAA in 2009



As Vice President of Marketing, Lisa is responsible for managing the day-to-day execution of many of the department's functions and is an important contributor to SIAA's marketing strategy. An integral part of the SIAA marketing team, Lisa's broad range of skills and knowledge support the company's commitment to continuous innovation and excellence in direct support of the growth of the organization.

In 2019, Lisa directed and managed SIAA's first virtual innovation and technology conference, *IA Evolve*, which brought together over 1,400 independent agents and experts across the Insurtech industry to expand agency digital capabilities now and in the future. Lisa has also had a direct influence on the improvements and success of SIAA MarketFinder, SIAA4U, SIAA's social media viability, Microsoft Dynamics CRM utilization, and more.

With more than 20 years of corporate marketing experience, she oversees a growing marketing team and is instrumental in SIAA's national advertising, branding and development strategies. Lisa is engaged in creating SIAA website content and design, social media, corporate presentations, online training and webinars, national and regional marketing collateral, email communications, executing database marketing & customer relationship management (CRM), and more.

Prior to joining SIAA, Lisa was Marketing Director for BrandPartners of Rochester, NH for five years, developing and executing corporate marketing plans, segment strategies and initiatives for all lines of business while supporting the company brand and market share objectives.

She also volunteers as a judge of the international Insurance Marketing and Communications Association (IMCA) Showcase Awards.

Lisa earned an MBA from the University of New Hampshire - Whittemore School of Business and Economics in 2003. She holds certifications in Inbound Marketing and Click Dimensions (marketing automation).

She and her husband, Courtney, reside in Newmarket, NH, and have three grown children.