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## FOR IMMEDIATE RELEASE

### Society Insurance names Schultz Senior Vice President of Operations and Innovation

*Schultz tabbed to replace retiring Reeves as COO in April 2017*

**FOND DU LAC, Wis. (Nov. 1, 2016)** — Society Insurance announced Tuesday the promotion of Dina S. Schultz, its current vice president of sales and marketing, to the role of senior vice president of operations and innovation.

In her new role, Schultz will oversee the underwriting, claims, sales and marketing, and human resources departments at Society. After William “Bill” F. Reeves retires on April 1, 2017, Society’s board of directors has expressed its intent to name Schultz senior vice president and chief operating officer.

“I am extremely pleased to welcome Dina to her new position,” Society President and Chief Executive Officer Rick Parks said. “Her global operations background, combined with strong leadership skills focused on a positive corporate culture, will certainly add great value to the company.”

Schultz brings more than 30 years in business and leadership expertise to the position, with nearly 17 years of executive-level background in the insurance industry. Since joining Society in 2012, Schultz has led a full-scale rebrand of the company while steering Society toward profitable and long-term growth. Schultz has transformed the sales and marketing functions at Society in her time with the company, utilizing her strong marketing, advertising, public relations and operations expertise to focus on offering agents and policyholders many new products, tools and services to make the company easier to do business with. As an executive sponsor, Schultz is also overseeing a grassroots program to continuously improve Society’s operations through efficient processes and procedures.

Prior to joining Society, Schultz was the chief operating officer of Missouri Employers Mutual and was instrumental in leading the start-up company to become the No. 1 workers compensation insurance carrier in Missouri. Schultz received a Bachelor of Science degree in marketing, public relations and advertising, with a minor in psychology from Stephens College in Columbia, Mo.

**ABOUT SOCIETY INSURANCE:** *Headquartered in Fond du Lac, Wis., Society Insurance has been a leading niche insurance carrier since 1915. Society focuses on the small details that make a big difference to its policyholders while offering top-notch insurance coverage, service and competitive pricing to businesses in Wisconsin, Illinois, Indiana, Iowa and Tennessee.*

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