

Contact: Brooke Droese
Society Insurance
Phone: 920.922.1220
Fax: 920.922.0747

150 Camelot Drive
Fond du Lac, WI 54935
societyinsurance.com



FOR IMMEDIATE RELEASE

Society Insurance Adds Ryan Haase and Cheryl Starling to Executive Team

Starling will serve in a vice president role

FOND DU LAC, Wis. (May 1, 2023) — Society Insurance welcomes Ryan Haase, director of change management, and Cheryl Starling, vice president – enterprise agility office, to its executive team.

As director of change management, Haase supports Society's people-first culture by ensuring proper communication and education during times of change. Additionally, he leads a companywide focus on continuous improvement and an emphasis on ensuring an outstanding customer experience. He joined Society Insurance in 2004.

Haase is a graduate of the University of Wisconsin Oshkosh, with a bachelor's degree in business administration (human resources). He has earned the Certified Change Practitioner, Society for Human Resource Management – Certified Professional (SHRM-CP) and Professional in Human Resources (PHR) certifications.

In her role as vice president – enterprise agility office, Starling leads interdisciplinary teams to oversee projects that contribute to the company's strategic initiatives. These projects realize value in Society's business systems predictably and sustainably, with high quality and a rewarding customer experience. Starling joined Society Insurance in 2015.

Starling holds a bachelor's degree in management information systems from Cardinal Stritch University and a master's degree in business administration (MBA) from Concordia University.

"The property and casualty insurance industry is dynamic and ever-evolving, which makes it so important for Society to have strategic agility in the marketplace and the ability to support the customer experience," said Heather Boyer, Society Insurance president. "Cheryl and Ryan have been instrumental in establishing our enterprise agility, change management, continuous improvement and customer experience functions. They will add valuable perspectives to our leadership conversations and help deliver on our strategy."

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, Minnesota, Tennessee, Colorado, Georgia and Texas.*

Note: *Please see photos attached for **Ryan Haase** and **Cheryl Starling**.*

FOR IMMEDIATE RELEASE