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FOR IMMEDIATE RELEASE

Society Insurance Promotes Ryan Haase and Dennis Saldana on Executive Team

Haase to lead change management, marketing teams; Saldana to lead sales, underwriting teams

FOND DU LAC, Wis. (December 11, 2023) — Society Insurance has promoted Ryan Haase to vice president – change management and marketing and Dennis Saldana to vice president – chief sales and underwriting officer on its executive team.

As vice president – change management and marketing, Haase supports employees on Society's marketing, change management and corporate communications teams. Additionally, he leads the company's digital transformation process, continuous improvement initiatives and customer experience efforts. Haase 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. He serves on the board of directors at Fond du Lac County United Way and Oshkosh Youth Baseball.

In his role as vice president – chief sales and underwriting officer, Saldana aligns the underwriting, sales and agency-services teams to drive profitable growth across the nine states Society does business in, ensuring that products, coverages and rates match customer demands in each market. Saldana joined Society Insurance in 2003.

Saldana holds a bachelor's degree in marketing from Drake University. He has earned the Associate in Insurance (AINS) and Certified Insurance Counselor (CIC) designations. He serves on the board of directors at Boys & Girls Club of Fond du Lac.

"Dennis and Ryan are valuable members of our executive team who have earned the opportunity to lead additional key teams at Society," said Heather Boyer, Society Insurance president & CEO. "They've played instrumental roles in our recent expansion into Colorado, Georgia and Texas, implementation of a new policy administration system and conversion to the new system, as Dennis headed our underwriting strategy and Ryan worked with employees throughout the company to oversee successful change-management initiatives. Their talents and voices will continue as strong assets on Society's executive team."

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 **Dennis Saldana**.*