

# Executive Biography



## **Robert F. Murrer**

**Director, Marketing Strategy & Operations**

Rob Murrer was appointed Director, Marketing Strategy and Operations in February 2024. He is responsible for identifying and executing marketing strategies that align with the company's goals and objectives and is instrumental in improving agency acquisition and on-boarding, enhancing customer experience, supporting the full customer journey, driving profitable growth and retention, continuously improving the communities in our footprint, and enhancing brand recognition and reputation.

Rob has over 20 years of experience working in the Property and Casualty insurance industry. For 12 years he worked for Nationwide Insurance where he held various roles including Vendor Supervisor, Field Underwriting Manager, and Senior Field Underwriting Representative. He joined Preferred Mutual in 2018 and has held the positions of Business Services Unit Manager, Business Services Operations manager, and most recently, Customer Experience Manager. He has additional experience with ACCO Brands, Don Marsh Agency, and AIG Marketing.

Rob received his MBA from the John Sperling School of Business, University of Phoenix, and holds several certifications and designations including Lean Six Sigma Black Belt (LSSBB), Chartered Insurance Operations Professional (CIOP), Customer Experience and Analytics Professional (CXAP), Master of Change Management and Coaching (MCMC), and Masters Insurance Operations Professional (MIOP). He serves on the Board of Directors for Commerce Chenango, the Ithaca College Customer Experience Advisory Board, and the Oxford Lions Club, and is currently pursuing his CPCU.