

# CHRISTIN KURETICH

Strategy Consultant

christin.kuretich@milliman.com



## Current Responsibility

Christin Kuretich is a strategy & design consultant serving the supplemental benefits market. She has 20 years of marketing and voluntary benefits experience, including account management, product development, and strategic selling.

## Professional Work Experience

Christin works with carriers to design relevant and meaningful insurance products for today's climate. She can help support the product launch cycle at any stage – starting with consumer research, ideation and design; throughout the development, creation and launch phases; and even post-launch, focusing on sales effectiveness and messaging based on field and consumer feedback. She has extensive experience working with all four audiences in the voluntary sales cycle – Broker, Communications/Enrollment Firm, Employer, and Employee. Each of these audiences is critical to success in this space, and Christin has the insight and enthusiasm to help clients achieve their goals.

Prior to joining Milliman, Christin spent 12 years with Trustmark Benefits – first as an implementation manager, then an account manager working with sales, brokers, enrollment firms, and employers on the successful sale and execution of voluntary benefits. She served as primary trainer and subject matter expert on all product and operations issues for her field partners. Following her time in the field, Christin became a product developer on the product & innovation team at Trustmark, working with Accident, Critical Illness, and developing a new Hospital Indemnity product. She also managed complex regulatory and field issues, and ensured early adoption of new products and features post-launch.

She is a frequent speaker at industry events and has been a key player in a wide range of broker-focused communications – lunch & learns, finalist presentations, conferences, trainings, and tradeshows. She serves on the board of the National Association of Supplemental Benefit Insurers (NASBI) as Vice President – Marketing & Communications, responsible for the promotion and engagement of the association and its members.

## Education

B.S., Communications, Liberty University

## Presentations and Publications

"Evolving Voluntary Benefits Can Address Burgeoning Mental Health Issues in the Workplace." HR Daily Advisor. March 2020.

"Understanding Product Management – Best Practices for Innovation & Collaboration." Society of Actuaries Podcast. 2020.

"Benefits That Should Trend in a World with COVID-19." Steele Benefits Webinar. 2020.

"A Growing Population Means a Growing Number of Caregivers." Corporate Wellness Magazine. 2019.

"Product Development Trends in the Supplemental Health Market." NASBI Annual Forum. 2019.

"Beyond Critical: Changing the Conversation Around Critical Illness." Insurance Broker World. June 2018.

"Critical Life Events – a CE Course for NEOHUA." Northeast Ohio Health Underwriters Association. 2016.