



Betty Bergquist

(608) 609-6231

bbergqui@amfam.com

SALES VICE PRESIDENT, AMERICAN FAMILY INSURANCE

BOARD POSITIONS JUNIOR ACHIEVEMENT, THE PLAYING FIELD, UNITED WAY TOCQUEVILLE SOCIETY

Areas of Expertise

Betty Bergquist has almost 25 years of leadership experience with a Fortune 300 company, including more than 12 years in executive leadership. She sets strategic goals aligning expenses and customer priorities to expand businesses and gain value through engaged teams. Betty has overseen a \$150 million capital budget, governed and grown over \$1.8 billion in revenue, and orchestrated and directed training for over 10,000 employees and agents. She has experience merging organizations, realigning reporting and expanding sales talent.

Betty became an executive with American Family Insurance in 2007. As the Education Vice President, she oversaw major transformation, which included the addition of a Leadership Development team. She had accountability for training over 7000 employees and 3000 agents while decreasing overall spend.

While in the Sales and Service Operations Vice President role, Betty led more than 400 care center employees while blending two team, transforming the quality and analytics reporting capabilities, and building a sales team.

As the Business and Workplace Services Vice President, Betty had accountability for all real estate functions, a capital budget of \$150 million, print shop services, fleet, and mail distribution. She led a team responsible for the construction of the Spark Building, American Family's 150,000 square-foot hub for innovation, community investments and the American Family Institute for Corporate and Social Impact.

In her current role as West Region Sales Vice President, Betty oversees more than 600 independent contractor agencies in seven states. She has accountability for \$1.8 billion in revenue generation annually.

Betty has served on three not-for-profit boards. She was a past president and is a legacy board member of Junior Achievement of Wisconsin – South Central region. She is a current board member of The Playing Field. And, she has held a leadership role, and is a member of the Tocqueville Society of United Way of Dane County. She has also served on the school board for Sacred Hearts school in Sun Prairie and was a citizen representative for the Sun Prairie Area School Board Planning committee.

Betty earned a Bachelor of Business Administration degree from the University of Wisconsin Madison and an MBA from the University of Phoenix. She holds several insurance designations, including CPCU, LUTCF, ChFC, and CLF. She has also completed certificates in care center management and advanced strategy development and execution. She maintains insurance licenses in property and casualty, and life and health.