

**Betty Bergquist** (608)609-6231 [bbergqui@amfam.com](mailto:bbergqui@amfam.com)



Betty Bergquist has almost 25 years of leadership experience with a Fortune 300 company, with 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 capital budget of \$150 million, 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. Her expertise is in financial services, real estate and education industries.

### NOT-FOR-PROFIT BOARD EXPERIENCE

<b>Junior Achievement of WI – South Central Region</b>   Past President and Board Member	2008 – Present
<b>United Way of Dane County, Tocqueville Society</b>   Past Chair and Current Member	2010 – Present
<b>The Playing Field</b>   Board Member	2020 – Present
<b>Sacred Hearts School</b>   Board Member	2010 – 2013
<b>Sun Prairie Area School Board</b>   Planning Committee Citizen Representative	2014 – 2016

### CAREER HISTORY

<b>Sales Vice President</b>   <i>American Family Insurance</i>	2017- Present
<b>Business &amp; Workplace Services Vice President</b>   <i>American Family Insurance</i>	2016 - 2017
<b>Sales and Service Operations Vice President</b>   <i>American Family Insurance</i>	2012 - 2016
<b>Education Vice President</b>   <i>American Family Insurance</i>	2007 - 2012
<b>Utah Idaho Sales Director</b>   <i>American Family Insurance</i>	2005 - 2007

### EDUCATION

<b>Bachelor of Business Administration</b>   Finance & Marketing   University of Wisconsin – Madison	1999
<b>Master of Business Administration</b>   Technology Management   University of Phoenix	2004
<b>Advanced Strategy Program</b>   University of Chicago Booth School of Business	2017
<b>AWS Cloud Practitioner Certification</b>	2020

### DESIGNATIONS

Chartered Property Casualty Underwriter  
Chartered Life Fellow  
Chartered Financial Consultant  
Life Underwriting Training Council Fellow  
Life and Health, Property Casualty Insurance Licenses