

# STRATEGIC LEADER



## Jennifer Seeker Conroy

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### BOARD FINANCIAL AND MARKETING POSITIONS

Experienced product manager with vendor and media experience.

Product and Vendor Management Leader, CUNA Mutual Group Retirement Solutions

### Areas of Expertise

Jennifer Seeker Conroy oversees product development and vendor management for the Retirement Solutions division of CUNA Mutual Group, a financial services and insurance company with \$25B in assets, headquartered in Madison, WI. She has expertise in cost-benefit analysis, long-term strategic planning, and bringing products to market quickly and profitably with corporate board oversight. Her career also spans roles in healthcare IT and journalism. Jennifer has served on numerous not-for-profit boards and committees.

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Jennifer currently leads efforts to develop products that enable people to achieve their retirement goals. She negotiates and manages relationships with vendors and is currently developing the five-year strategic plan for the business, which has \$20B in assets under administration. She is the Vice-Chair of the LOMA Retirement Plan Committee. Her areas of expertise are market research, competitive analysis, strategic planning, financial oversight, product development and management, vendor relations, communications, and media relations.

Jennifer started her career in journalism, working for television stations in Missouri, Iowa, and Oregon. In Oregon, she started a new midday newscast and anchored the market-leading 5,6, and 11 p.m. newscasts. After moving back to Wisconsin, she worked at Epic Systems in healthcare technology training and communications during a time of explosive growth for the company. In 2016, she traveled to Senegal on a USAID assignment to train women farmers in marketing fundamentals.

With a passion for causes that support women and families, she has had numerous roles on governance boards and advisory committees, including the Children's Miracle Network, Rogue Valley Medical Center Parent Advisory Board, UW-Madison MBA Student Advisory Board, Madison School Superintendent Parent Advisory Board. She is the Past Chair of A Fund for Women, after completing her term as Chair and overseeing emergency grant-making during the pandemic and economic downturn in 2020. She also serves on the First Unitarian Society Finance Committee, reviewing financial statements, and advising on financial activities during the strain of the pandemic, and sits on the PTO board of her children's school.

Jennifer earned two bachelor's degrees in journalism and Spanish from the University of Missouri-Columbia and an MBA from the University of Wisconsin-Madison. She grew up in the Milwaukee area, and after living in several states, is raising her four children with her husband in Madison.