

Embrace Pet Insurance Leadership Team

Brian Macias, President

Brian has over 20 years of experience in direct-to-consumer and affinity sales of financial products. He started his career as a mortgage banker at Quicken Loans (now Rocket Mortgage) and worked his way to an executive leadership position at the company, as well as National General Insurance and other entrepreneurial ventures, where he has always driven both company and personal growth. In addition to being a dedicated pet enthusiast and insurance industry expert, he's also passionate about workplace culture, making him a great resource to discuss the future of work, flexible and remote work policies, and other employee benefits that foster an inspiring workplace environment. Brian received his degree from The University of Michigan. He lives in the Cleveland area with his wife, two daughters, and Chocolate Lab, JoJo.

Brian Bennett, Head of Product

Brian leads the product and data science teams at Embrace. He joined Embrace with over 12 years of experience in actuarial, product, pricing, and analytics at major personal lines insurance carriers. He is a lifelong learner who obtained his ACAS designation and is currently pursuing his master's degree in Data Science at Northwestern University, building upon the undergraduate degree he earned at Wittenberg University. Outside of work, Brian, his wife, and three children love to travel and explore new areas of Cleveland.

Will Lazzaro, Vice President of Technology

Will leads the information technology team, managing Embrace's strategic technology plan. He has more than 20 years of experience building software and supporting business systems, with a passion for building cutting-edge software capable of scaling to customer demand. His past roles include leading agile teams in Big Data and Blockchain initiatives, and building world-class software for transportation logistics, environmental health and safety, cable TV, and patent law. He received his undergraduate degree from Ohio University and his master's degree in Information Architecture from Capitol College. Will enjoys spending time on Lake Erie with his wife and three kids.

David Rodgers, Vice President of Marketing

David leads the Embrace marketing team with more than 10 years of experience in digital marketing, public relations, and advertising. His expertise spans across multiple disciplines in several industries, including consumer packaged goods and retail. He earned his bachelor's degree from Baldwin Wallace University where he studied marketing and organizational leadership. Prior to working for Embrace, David

already was an Embrace policyholder for his Great Dane, Big Ben, who works as an active therapy dog in his local community. He lives in the Cleveland area with his wife and son.

Chris Hagesfeld, Senior Director of Operations

With more than 20 years of experience in operations, and 15 years at Embrace, Chris has a strong background in both hands-on leadership and initiative-driven development. Chris works to drive Embrace forward in the pet insurance industry, with a commitment to pet parents leading every decision he makes. Chris received his degree from The Ohio State University. He loves Cleveland sports and spending as much time as possible with his wife and three kids.

Melissa Ing, Senior Director of Business Process

Melissa leads the business intelligence team at Embrace, which focuses on implementing solutions for new ideas and efficiency projects. She worked as a product development engineer for an international manufacturing company for the first 10 years of her career before moving to the IT side of things in a business process role. Melissa came to Embrace to streamline the claims process and fell in love with the company's culture. She graduated from the University of Akron with her bachelor's degree in Chemical Engineering. When not at Embrace, she loves camping and traveling with her husband and three children.

Eric Wainscott, Senior Controller

As Senior Controller at Embrace, Eric oversees all aspects of finance and accounting operations. With over 20 years of experience, he has held roles in public and internal auditing at various private and public companies, as well as has previous experience as a controller at a transportation logistics company. He holds CPA, MSA, and PMP designations. He received his bachelor's degree from Ohio University. Eric enjoys spending time with his wife, son, and his nine-year-old Chocolate Lab, Quincy. Eric and his family moved back to the Cleveland area when he started at Embrace in 2015.

Maggie Acklin, Director of Sales

Maggie leads the sales team at Embrace, with more than 15 years of experience in sales leadership, including seven years in insurance. When she is not at Embrace, she is playing sports, traveling, enjoying being a bonus mom, and playing with her three fur babies — Tyson (dog), Nismo (cat), and Mugen (cat).

Kelly Coffey, Director of Business Development

Kelly comes to Embrace with over 18 years of property and casualty insurance experience in sales and marketing. Her career started in the direct-to-consumer market and grew into a profession more focused on business-to-business sales. With a passion for insurance and a desire for personal growth, Kelly's executive leadership path was driven by her tenacity, energy, and pure grit to get things done. When she's not trying to take over the world of insurance, you can find her spending time with her son, fiancé, and their two Russian Blue cats.

Jenna Mahan, Director of Claims

After 15 years working as a registered veterinary technician, Jenna joined Embrace as a claims adjuster in 2011. Jenna was promoted to lead, then manager, and was made Director of Claims and Chief Underwriter in 2017, leading a team of nearly 50 Embracers. Jenna is responsible for implementing time-saving system changes and advancements that get Embrace policyholders' claims processed quickly and efficiently. Jenna began her career with an associate degree in Applied Science in Veterinary Technology and went on to receive her bachelor's degree in Biology with minors in Chemistry and Theater from Bowling Green State University. She has five Embraced fur-kids — dogs Hazel, Lou, and Charlie; and cats Quinn and Harry.