



# Leadership

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## **Brian Macias, *President***

Brian has over twenty years of experience in direct-to-consumer and affinity sales of financial products. Receiving his degree from The University of Michigan in 2000, Brian began his career as a mortgage banker at Quicken Loans (now Rocket Mortgage). Brian worked his way to an executive leadership position at the company, as well as National General Insurance, where he has always driven both company, community, and personal growth. In addition to being an insurance industry expert and dedicated pet enthusiast, he is passionate about company culture and the creation of inspiring workplace environments. Brian lives in the Cleveland-area with his wife, two daughters, and their chocolate Lab, JoJo.

## **Brian Bennett, *Head of Product***

Brian leads the product and data science teams at Embrace, where he joined with over twelve years of experience in actuarial, product, pricing, and analytics at major personal lines insurance carriers. Brian earned his bachelor's degree at Wittenberg University and his master's degree in Data Science at Northwestern University. Brian also has an Associate of the Casualty Actuarial Society (ACAS) designation. Brian is a lifelong learner who loves to travel and explore new areas of Cleveland with his wife and three children.

## **Chelsea Young, *Head of Learning and Development***

Chelsea has fifteen years of experience working in higher education where she has held many operational roles, including leading training, coaching, and development programs for students, faculty, and staff. She has a bachelor's degree in Psychology, an MBA in Management, and is currently completing a Doctor of Education in Organizational Leadership at Northcentral University. Chelsea brings her passion for education to Embrace as she implements training and development programs for all members of the organization. She is committed to diversity, equity, and inclusion efforts and incorporates those efforts into her daily work. Chelsea lives in Scottsdale, Arizona with many plants that she considers her pets.

## **Chris Hagesfeld, *Senior Director of Operations***

With more than twenty years of experience in operations, fifteen of which at Embrace, Chris' background is in both hands-on leadership and initiative-driven development. Chris received his degree from The Ohio State University. He works to drive Embrace forward in the pet insurance industry; with his commitment to pet parents leading every decision he makes. Chris is an avid Cleveland sports fan and prioritizes spending as much time as possible with his wife and three kids.

(800) 511-9172

4530 Richmond Rd. Cleveland, OH 44128



## Leadership Continued

### **David Rodgers, Vice President of Marketing**

With over fifteen years of experience in digital marketing, advertising, and communications, David's expertise spans multiple disciplines across several industries, including insurance, consumer packaged goods, and retail. He studied marketing and organizational leadership at Baldwin Wallace University and has been a guest speaker and contributor for Content Marketing World, Ad World, and Cleveland State University. Prior to leading the marketing team at Embrace, David was already an Embrace policyholder for his late Great Dane, Big Ben, who worked as a therapy dog in his local community. He currently lives in the Cleveland area with his wife and son, along with his dog and two cats.

### **Eric Wainscott, Senior Controller**

As Senior Controller at Embrace, Eric oversees all aspects of finance and accounting operations. Within his twenty years of experience, he has previously worked as a controller at a transportation logistics company and held roles in public and internal auditing at various private and public companies. Eric received both his bachelor's and master's degrees from Ohio University and he holds CPA and PMP designations. After spending fourteen years in Chicago, Eric moved back to the Cleveland area in 2015 where he enjoys spending time with his wife, son, and his thirteen-year-old Chocolate Lab, Quincy.

### **Jenna Mahan, Director of Claims**

After fifteen years working as a registered veterinary technician, Jenna joined Embrace as a claims adjuster in 2011. Through a series of promotions, Jenna was made Director of Claims and Chief Underwriter in 2017. Jenna is responsible for implementing time-saving system changes and advancements that expedite Embrace's claim timeline. Jenna built off her 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 pets, all covered by Embrace: her three dogs, Hazel, Lou, and Charlie, and two cats, Quinn and Harry.

### **Kelly Coffey, Director of Business Development**

Kelly joined Embrace with over nineteen years of experience in insurance sales and marketing, specializing in the property and casualty lines of business. Her career started in the direct-to-consumer market and grew into a profession focused more 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 never-ending tenacity and energy to get things done. Kelly resides in Texas and outside of her work, you can find her spending time with her son, fiancé, and their two Russian Blue cats.

### **Maggie Acklin, Director of Sales**

Maggie leads the sales team at Embrace. She has more than fifteen years of experience in sales leadership, including the last seven years leading property and casualty insurance teams for a national carrier. Maggie's goal for her team is to educate and advise pet parents and ultimately find the best plan for each person to protect as many pet parents as possible. Her unmatched energy, ability to strategize, and sound execution motivate her sales team, known as Pet Insurance Advisors. Maggie resides in Cleveland and enjoys playing sports, traveling, and spending time with her husband, two children, and dog, Tyson.



## Leadership Continued

### **Melissa Ing, Senior Director of Business Process**

After ten years growing her career as a product development engineer for an international manufacturing company, Melissa shifted to an IT business process role. She graduated from the University of Akron with her bachelor's degree in Chemical Engineering. Melissa leads the business intelligence team at Embrace, which focuses on implementing solutions for new ideas and efficiency projects. Melissa came to Embrace to streamline the claims process and fell in love with the company's culture. Outside of Embrace, Melissa loves camping and traveling with her husband and their three children.

### **Sara Radak, Chief of Staff**

Sara graduated from Capital University with degrees in Theatre and Communication, launching her career in theatre management and marketing. In more than ten years at Embrace, Sara's role has spanned from event planning and office administration to social media and content strategy. In 2022, she partnered with President Brian Macias as his Chief of Staff, taking on strategic planning initiatives, internal communications, and employee engagement. Sara shares her home with her two dogs, Kramer and Theo. She is a proud mom to two daughters, Nora and Libby, and loves going to the theatre in her spare time.

### **Will Lazzaro, Vice President of Technology**

Will leads Embrace's information technology team. He has more than twenty years of experience building cutting-edge software solutions that are capable of scaling customer demand and supporting business systems. He received his undergraduate degree from Ohio University and his master's degree in Information Architecture from Capitol College. Will has prior experience leading agile teams in Big Data and Blockchain, environmental health and safety, cable TV, and patent law. Will enjoys spending time on Lake Erie with his wife and their three kids.