



Amy Shore

[Amy T Shore LinkedIn](#)

CHIEF CUSTOMER OFFICER | GROWTH STRATEGIST |
OPERATIONS | FINANCIAL ACUMEN | CUSTOMER
EXPERIENCE | RISK MANAGEMENT

VALUE-ADDED EXPERIENCE FOR BOARDS

CCO of Fortune 100 Company

Nationwide Insurance is a \$60B insurance and financial services company serving over 14M customers with an iconic brand recognized for delivering top customer experiences. Developed enterprise framework and driving transformational change to elevate CX to sustainable competitive advantage.

Growth and Integration Strategist

Design and deliver digital solutions to improve customer acquisition and retention results. Extensive experience leading multi-billion-dollar sales and distribution channel strategies and national direct sales operations. Led sales/distribution channel and operational model consolidation following multiple acquisitions.

Operations Leadership

Deliver enterprise-wide capabilities to enable higher quality and lower cost service experiences to intermediaries and customers with new, AI driven digital technology. Experience leading large, multi-location service/sales teams with high levels of associate engagement.

Financial Acumen

Member of C-suite responsible for growth and profitability of the enterprise. Earlier significant P&L leadership experience ranging for operations ranging from \$1B to \$13B in size. Leader of regional and national sales teams in B2C and B2B2C go to market models. Decades of financial fiduciary responsibility on nonprofit boards including roles as treasurer and head of finance and investment committees.

Customer Data and Analytics

Expert in using voice of the customer data to drive improved experiences and business results. Additionally, using customer and producer data to improve sales results. Also, guardian of customer data ensuring compliance with consumer privacy laws and customer preferences.

Corporate Risk Management

Knowledge of corporate risk management framework and best practices from 10+ years of service business unit and enterprise risk management committees. Accountable for monitoring and mitigating risks of changing customer preferences. Shaping products and experiences to meet future needs of customers.

BOARD EXPERIENCE

- Direct report to CEO of Nationwide Insurance. Present to board at five meetings per year in the Customer committee and Technology committee as well as full board annually on CX strategy and enterprise risk committee updates. Regularly interact with Committee chairs.
- Currently Vice-Chair of board of Trustees at Bowling Green State University (governor appointed) and chair of the investment committee and compensation committees.
- 20+ years of nonprofit board leadership serving as chair, vice chair, treasurer, head of finance, development, and strategic planning committees supporting human services organizations and the arts

DESIGNATIONS

- Chartered Property and Casualty Underwriter and Certified Life Underwriter

BOARD TRAINING

- 50/50 Women on Boards finalist 2023
- UC Berkeley/NextGen Directors program 2022
- Fortune's Most Powerful Women network

CAREER CHRONOLOGY AT NATIONWIDE INSURANCE

EVP – Chief Customer Officer at Nationwide Insurance - October 2019 - present

Lead enterprise customer experience strategy and enablement for diversified financial services company with \$60B of annual revenue. Establish and lead execution of CX strategy to fulfill the company's mission of achieving customer growth and retention goals across ten lines of business and 14M customers

President of P&C Sales & Distribution – June 2016 – Sept 2019

Led \$13B sales operation for selling P&C personal lines and commercial insurance through independent agents, and national brokers. Led consolidation of brand and operating model post acquisition.

President of Distribution – Exclusive Channel – Sept 2014 – June 2016

Led \$8B regional operations for exclusive channel. Accountable for sales goals for six regions.

Senior Vice President of Field Operations – Oct 2010 – Sept 2014

Led national field operations for Nationwide brand. Accountable for sales goals and profit of \$7B P&C portfolio across eight regional operations

EDUCATION

Bowling Green State University - B.S. Business Administration

Northwestern University – Kellogg School of Business, Women's Senior Leadership program