

MediaRoom

## Susan Bithell Named Farmers Insurance Vice President and Chief Underwriting Officer

PRNewswire

Farmers Insurance Group of Companies® announces the appointment of Susan Bithell to the position of Vice President and Chief Underwriting Officer.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080605/LATH062>)

In her new role, Bithell will oversee the continued alignment of the company's underwriting strategy, processes and methodology across a number of business units.

"We're fortunate to have someone with Susan's broad experience and insight," said Jeff Daily, President of Personal Insurance for Farmers and to whom Bithell will report. "As we continue to focus on improving our customer and agent experience, her analytical skills and her field experience will be integral to our overall success."

"I look forward to improving the experience of our key stakeholders, both internally and externally, while maintaining the strong underwriting fundamentals that Farmers is known for," said Bithell. "Driving this key initiative for Farmers, one whose success will assure the company's future for years to come, is an opportunity that I am thrilled to undertake."

Bithell began her career with Farmers in 1983 as an Auto Underwriter in the Pocatello Regional Office. In 1984 she moved to the Regional Marketing Department where she held several positions including Life Representative, Division Agency Manager, and Regional Marketing Education Manager. She was promoted in 1991 to Zone Life Marketing Manager in the Home Office. In 1993 she received a promotion to Division Marketing Manager in Colorado and in 1996 she was promoted to Regional Marketing Manager in Merced, California.

Her next promotion was to Director Forecasting, Research, and Financial Analysis in 1997 where she oversaw catastrophe modeling, personal lines financial reports, and data reporting. In 2000 she moved to the newly-created position of Director of Customer Advocacy.

In 2001 Susan returned to field operations as the State Executive Director in Nevada. During her tenure there Farmers grew to #1 market share. Susan's most recent assignment was as Vice President and State Executive Director of Washington State.

Bithell graduated from Idaho State University in 1983 with a BBA in Marketing. In 1998 she earned her MBA with Distinction from California State University - Fresno. Susan is an avid skier and enjoys riding her motorcycle. She and her three dogs (Sam, Ajax, and Daisy) will be relocating to the Southern California area.

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