

Farmers Insurance Names Marketing Leader, Leesa Eichberger, New Head of Brand and Sponsorships

WOODLAND HILLS, Calif., Dec. 15, 2015 /PRNewswire/ -- Farmers Insurance®, one of the nation's largest insurer groups, today announced it selected Leesa Eichberger, an experienced and award-winning marketer, to lead its Brand and Sponsorships unit. She will begin in her new role on January 4, 2016.

As the new Head of Brand and Sponsorships, Eichberger will be part of the insurer's marketing leadership team and will oversee the continued development of the insurer's brand, while providing leadership and strategic insight over its sponsorship investments.

"Leesa brings a breadth of marketing knowledge, agency management and brand building experience to the role," said Mike Linton, chief marketing officer for Farmers Insurance.

Most recently, Eichberger was chief marketing officer, North America for Jenny Craig International, where she led a strategic overhaul of the organization's marketing efforts. She also previously served as vice president of marketing for Vonage. Prior to these corporate roles, Eichberger held positions with Ogilvy & Mather and Poppe Tyson.

A Los Angeles native, Eichberger holds a Bachelor of Arts degree in English from UCLA where she graduated *Cum Laude*. She is a Cannes Gold Lion winner who participated in the Management Development Program at USC's Marshall School of Business. Eichberger is a board member of the California Avocado Commission and sits on the board of advisors of *Women for Tri*.

About Farmers Insurance

"Farmers Insurance®" and "Farmers®" are tradenames for a group of affiliated insurers providing insurance for automobiles, homes and small businesses and a wide range of other insurance and financial services and products. Farmers Insurance is proud to serve more than 10 million households with over 19 million individual policies, across all 50 states, through the efforts of more than 48,000 exclusive and independent agents and approximately 21,000 employees. Farmers Insurance Exchange, the largest of the three primary insurance insurers that make up Farmers Insurance, is recognized as one of the largest U.S. companies on the 2015 Fortune 500 list.

For more information about Farmers Insurance, visit Farmers.com, Twitter and Instagram, @WeAreFarmers, or [Facebook.com/FarmersInsurance](https://www.facebook.com/FarmersInsurance).

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