

## Farmers Insurance® Announces Krista Conte as the Head of Exclusive Agent Distribution

WOODLAND HILLS, Calif., April 15, 2020 /PRNewswire/ -  
- Farmers Insurance® today announced Krista Conte has joined the organization in the newly created role of Head of Exclusive Agent Distribution, effective April 20, 2020. Conte will report directly to Steve McAnena, President of Distribution, Life and Financial Services, and will help strengthen the Farmers® exclusive agent channel.

"Krista has extensive knowledge of the insurance industry, particularly with the exclusive agent model, and a history of driving results," McAnena said. "We look forward to her leadership as we continue to enhance the Farmers Agency Owner experience and focus on strategic growth."

Conte joins Farmers with more than 15 years at Allstate where she most recently served as the Field Vice President in the California region. In this role, she built strategies to support the profitable growth of the state's property and casualty business, specialty lines and financial services through exclusive agencies. Among her career accomplishments, Conte also led the development of national programming during her tenure in California, launching an initiative designed to support recruiting and retention of agency staff.



Conte has a bachelor's degree in English from State University of New York at Stony Brook.

To learn more about Farmers Insurance, visit [www.farmers.com](http://www.farmers.com).

### **About Farmers Insurance**

"Farmers Insurance®" and "Farmers®" are tradenames for a group of 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 5 million households with over 15 million individual policies nationally, through the efforts of more than 45,000 exclusive and independent agents and approximately 19,000 employees. Farmers Insurance Exchange®, the largest of the three primary insurers that make up Farmers Insurance, is recognized as one of the largest U.S. companies on the 2019 Fortune 500 list.

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

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