



SEAN O'DONNELL, MBA, LLIF

SENIOR VP, MEMBER RELATIONS AND CONSULTING
LIMRA

Sean O'Donnell is responsible for developing and implementing LIMRA's member-engagement strategy in the U.S. and Canada. He leads a team dedicated to LIMRA members fully leverage the research, member benefits and commercial solutions available. In addition, he is responsible for leading LIMRA's consulting business, working to help companies apply LIMRA's research and industry expertise to develop strategies for growth.

O'Donnell brings more than 25 years of marketing, sales, research and organizational and consumer-behavior experience to his current role. Prior to joining the LIMRA organization, he was a supervising project director and analyst for the PERT Group, a global research-based consultancy, working on product development and brand equity research for organizations such as Gillette, Clorox, S.C. Johnson, and Nestle.

O'Donnell received both his bachelor's degree and his Master of Business Administration, with concentrations in finance and marketing, from the University of Hartford.

