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**JOAN CLEVELAND**  
PRESIDENT & CEO  
SWBC LIFE INSURANCE COMPANY  
SWBC PROPERTY & CASUALTY INSURANCE COMPANY  
SWBC INSURANCE AGENCY, LLC

Joan Cleveland leads SWBC Life Insurance Company, SWBC Property & Casualty Insurance Company, and SLIC Insurance Agency, LLC. She strategically identifies new markets and implements innovative distribution methods and product offerings. She employs her Six Sigma analytical skills to drive process improvements to enhance the overall customer experience.

As a skilled senior executive with more than 30 years of proven leadership and deep experience in the financial services industry, Joan is adept at leveraging her expertise and creativity to integrate products, distribution, and marketing plans for the benefit of the consumer, the producer, and the company.

Joan was named one of “The Top 100 Women in Finance in 2021” by Women We Admire. She is a frequent industry speaker, media spokesperson, and active in multiple industry organizations. Currently, Joan serves as Chairman of the Texas Association of Life & Health Insurers (TALHI) and is a board member for both the Life Insurers Council (LIC) and Consumer Credit Industry Association (CCIA). She is a past Chairman of CCIA and also previously served on the Governing Board of Make-A-Wish of Central and South Texas.

Joan holds her Agent Licenses for Life, Accident, and Health with appointments throughout all 50 states, and she holds FINRA series 6, 7, 24, 63, and 65 licenses. She has a Bachelor of Science in Business Administration, as well as the Chartered Life Underwriter®, Chartered Financial Consultant®, Registered Employee Benefits Consultant®, and Certified Long-Term Care Professional designations.

