



KRIS NELSON
HEAD OF LENDING SOLUTIONS
SECURIAN FINANCIAL

Kris leads the development of lending solutions that improve the client and customer experience for Securian's Affinity Solutions' financial institution clients. This includes collaborating with existing technology providers in the lending market as well as developing partnerships with fintechs to bring new servicing solutions and online product availability to our clients and their customers.

Kris is very active in the regulatory issues impacting debt protection and credit insurance. She is an active participant in the Consumer Credit Industry Association and currently serves on its Board of Directors. Kris is also a member of AFSA's Women's Leadership Council, Ancillary Products Working Group and State Government Affairs Committee.

