

JOAN CLEVELAND

PRESIDENT & CEO, SWBC LIFE INS. CO.

PRESIDENT & CEO, SWBC INS. AGENCY, LLC

EXECUTIVE VP, SWBC PROPERTY & CASUALTY INS. CO.



Joan Cleveland leads SWBC Life Insurance Company and SLIC Insurance Agency, LLC. She also serves as Executive Vice President of SWBC Property & Casualty (P&C) Insurance Company. 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 through both public and private companies, 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. Currently, Joan serves on the board of the Consumer Credit Industry Association (CCIA) where she is also Vice-Chair of the CCIA Political Action Committee and in February 2026, was appointed to the Board of the Texas Life and Health Insurers Guaranty Association by the Texas Insurance Commissioner. She is the immediate past-Chair of the Life Insurers Council. She 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.

