

Jenny Life® Adds Maria Ferrante-Schepis To Advisory Board



Seattle, Jan 7, 2019 (Issuewire.com) - Jenny Life® is proud to announce Maria Ferrante-Schepis to its Board of Advisors. Maria as a guiding voice to the company based on her more than 25 years of life insurance industry expertise. *National Underwriter* recognized her as one of the 20 Most Creative People in Insurance.

Maria joins Jenny Life in an advisory capacity while currently serving as President of Maddock Douglas, specializing in insight-driven growth and innovation for Fortune 500 firms. She will contribute to Jenny Life's mission to serve a highly targeted part of the female market that has a historically overlooked, yet growing need. "What I find most compelling about Jenny Life is that the underserved market segment is significant, the insight driving attitudes and behaviors is well understood, and the model for creating both the necessary awareness and action is clear."

In prior leadership roles, Maria was Chief Marketing Officer at Guardian Life in New York City, she was Vice President of life product marketing at Prudential in Newark, NJ, and led the sales and marketing function for Bankers Life Insurance Company of NY. Maria currently sits on the Board of Directors for Homesteaders Life Company in West Des Moines, Iowa.

Jenny Life, Inc. is focused on serving the life insurance needs of 28 million women-led families in the United States. Its leading insurance platform delivers fully underwritten life insurance in minutes without health exams via four channels: Web, IOS, Android and Retail. Jenny Life, Inc. is a growing venture-backed company licensed nationwide recently featured in numerous parenting blogs as well as *Pregnancy and Newborn Magazine*.

"Maria has been a CMO of a carrier, a noted author and a recognized thought-leader in insurance—her wisdom through these experiences is a great asset to our mission to offer financial protection to millions of families in the US currently without life insurance," stated Chirag Pancholi of Jenny Life.

If you would like more information or press kit, please contact press@jennylife.com.

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