

## **Ellen Kroesen, CAPI, CPRIA**

VP, Sales and Distribution Training Manager  
North America Personal Risk Services



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Ellen Kroesen, CAPI, CPRIA, is Vice President, Sales and Distribution Training Manager for Personal Risk Services. Ellen began her property and casualty insurance career working for several large agencies in Connecticut and New York, where she developed a strong foundation in sales and agency management. About fifteen years ago, she transitioned from the agency side to Chubb & Son in Westchester, NY, focusing on generating new business with agents and driving growth in a competitive marketplace.

Her sales career continued to flourish when she joined Fireman's Fund, managing agency relationships in Westchester and Long Island. Ellen became a member of the initial startup team for ACE USA new personal lines division, where she was responsible for profitably growing and retaining a \$150 million book of personal lines high net worth business. She provided communication, training, and sales support to over 50 agency relationships, collaborating with underwriting and agency partners to attract and retain profitable business.

In 2015, following ACE's acquisition of FFIC renewal rights, Ellen took on a national role as the lead for the FFIC conversion process for the Sales and Distribution team. She outlined new internal and external workflows, onboarded over 400 FFIC agents, and trained them on the unique value of ACE products.

While Ellen's career has been marked by significant sales achievements and leadership in agency growth, she discovered her true passion lies in helping others learn about the successful individual insurance space, its unique risk needs, and specialized services. Currently, Ellen oversees several personal lines education programs, including CAPI, PRMA, CPIC, PRS Sales and Development Programs, Chubb Client Management Schools, agency educational webinars, and customized training programs for our partners. This role was newly created during the acquisition in 2016 and Ellen has been instrumental in writing the roadmap for Chubb PRS agent facing learning experience and personally delivers segments within many Chubb programs, leveraging her extensive experience to educate and empower others in the industry.