



Laura Henderson

Vice President of Insurance Portfolio Management
Joined SIAA in 2015



Laura is responsible for Book Management and profitability standards throughout the SIAA marketplace. She works with SIAA's Strategic Partners and master agencies to monitor results and identify trends to improve the profitability of books of business. Laura brings a wide array of industry experience to her position including marketing, risk management and data analytics. Her role includes managing and supporting the SAN Insurance Portfolio Manager.

Since joining SIAA, Laura has provided solid leadership for the SIAA Book Management department and quality control, including executing quarterly calls with the Partner Companies to identify trends and proactively address concerns.

Her approach enables her to support the master agencies and manage the process, resulting in increased revenue opportunities for participating agencies.

Prior to joining SIAA, Laura's career included positions at Preferred Mutual Insurance Company of New York, and Chase & Lunt Insurance Agency of Massachusetts.

Laura is the 2019/2020 Director of the Essex/Middlesex Chapter of Massachusetts Association of Insurance Women (MAIW). She is also a 2016 MBA graduate of Cambridge College, Massachusetts. Laura published her first book in 2015, [Secret Circle of Women: Where Queens Rule and Honey Bees Dance](#). She and her husband live in Newburyport, MA and have two grown children.