

## SALUTING WOMEN IN NEW ENGLAND INSURANCE PAGE 8



**Lisa Grover,**  
VP of Marketing,  
SIAA

**What were some of the biggest career challenges you have faced?** Like so many working parents, balancing the demands of raising a family with professional development made for some difficult years of trade-offs and sleepless nights, trying to juggle work, home and higher education.

**What lessons can be learned from the pandemic?** Most people need the stimulation and collaboration that working alongside others provides to move the needle from good to great. I didn't re-

alize how much this was true until we returned to the office and resumed in-person meetings and impromptu conversations that professional relationships are built on. This may be an unpopular idea to some in positions categorized as individual contributors, but silos are never conducive to professional development, the organization they support or the industry more broadly.

Business leaders have come to realize, however, that they can achieve things in many different ways, and there is room for flexibility in how they go about running their business.

Most importantly, many who were resistant to technology pre-pandemic were forced out of their comfort zones to continue operations remotely. Hopefully this serves as a wake-up call, and we continue to explore and adopt technologies more proactively and thoughtfully going forward.

**What would you tell young women who are interested in entering the industry?** Give it a chance! The industry would greatly benefit from a better representation of the population at large, and it is both welcoming and respectful to women. A wide range of career opportunities exist within the industry, so even if your first go isn't well-suited, there is a lot of room to explore.

**"Lisa has been and continues to be a key part of SAN and SIAA's marketing and communicators development and delivery for over a decade. She is constantly challenging the status quo and continues to be a champion in our innovation, excellence and evolution of not just our business, but in the independent agency P-C distribution channel overall."**

**— Matt Masiello, CEO, SIAA**

Also, I have learned it is a small world in insurance and making long-lasting connections is fairly easy and extremely beneficial.

**Do you see women's roles changing in the next 10 years?** I believe women are finally breaking free from searching for the balance of "too much" or "not enough." Women can be perceived as too forward if they share opinions or challenge the status quo versus being undervalued if they don't participate in the conversation. I applaud the gains we have made on this front and expect it will continue.

**What advice would you give to your younger self?** Never lose sight of the big picture — no matter how busy, how discouraged or how important what is right in front of you seems.

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