

Laura Henderson

Vice President of Insurance Portfolio Management

Joined SIAA in 2015



Laura Henderson serves as the Vice President of Insurance Portfolio Management at SIAA, where she oversees Book Management to ensure profitability standards are met across the agency network. Actively collaborating with strategic partners and master agencies, she monitors results and identifies trends to enhance the profitability of books of business.

Laura's strategic approach enables her to support SIAA master agencies and streamline processes, resulting in increased revenue opportunities. Possessing extensive expertise in marketing, risk management, and data analytics, she leads the portfolio management team in meeting profitability standards.

In addition to her role at SIAA, Laura holds a part-time position as an Adjunct Professor at Cambridge College, teaching graduate and undergraduate business courses.

Laura's career has included roles at Preferred Mutual Insurance Company of New York and Chase & Lunt Insurance of Massachusetts. She is the 2022/2023 Director of the Essex/Middlesex Chapter of the Massachusetts Association of Insurance Women (MAIW) and has been recognized as one of the Top 50 Women Leaders of MA by *Women We Admire*. Laura holds an MBA from Cambridge College, Cambridge, MA, and has earned the CPIA and CLP designations.

Laura and her husband reside in Newburyport, MA. She enjoys spending time with their two grown children and two grandchildren.