



Lacrecia Cade, New President of Atlanta Life Insurance, Unveils 100-Day Plan

Cade aims to disrupt the traditional notions of insurance to inspire a new generation of financial security

Atlanta, GA., October 19, 2021 — [Atlanta Life Insurance](#) announced the appointment of Lacrecia G. Cade as its first Black female president. Cade has been tapped to lead the more than 100-year-old company through the next phase of transformative growth. Previously, Cade has served as the head of consumer brand and strategy integration for Aflac, Inc., and general counsel and chief of staff for Morehouse College. Cade's breadth of experience has equipped her with the business acumen necessary to take the helm of Atlanta Life and navigate the organization through new and uncharted territories. Now, building on the foundational legacy set forth by the company's founder, Alonzo F. Herndon, Cade outlines her 100-day plan to provide protection with a purpose to underserved and minority communities.

Cade's 100-day plan includes several core strategies that incorporate social responsibility with its business commitments, including immediate targets for the end of 2021 as well as a blueprint to chart the company's course over the next several years. "The industry requires change, and that requires new thinking. However, our utmost goal is to achieve this transformation while still serving the needs of vulnerable communities and communities of color," Cade explains.

First on the agenda is addressing how Covid-19 impacts the stability of health and finances nationwide for minorities, and how to better serve their needs, including:

- Pushing the bounds of the insurance industry to reach those in underserved communities
- Educating clients, prospects, and the community at large in the spirit of inclusion and growth
- Leveraging technology to simplify and reach individuals across multiple demographics
- Dissecting how the pandemic has changed insurance pricing, service, and accessibility for minorities
- Guiding and informing individuals in the community about what is urgently needed today to meet these needs
- Researching successful strategies from around the globe and shaping those roadmaps to meet the needs of the community

Addressing covid-19 can lead to an impactful success tract for Atlanta Life Insurance to provide an umbrella as effects of the coronavirus continue pouring down. "Insurance companies are in the center of the storm when it comes to Covid-19, but the pandemic opened our eyes to areas that needed adjusting. Making these modifications now will drive permanent change for the better," she states.

###

About Atlanta Life®

Our legacy is steeped in Black excellence and the need for social engagement. Atlanta Life® was founded in 1905 by former slave, entrepreneur and philanthropist, Alonzo Franklin Herndon. From life insurance to pet insurance, Atlanta Life® offers a complete portfolio of risk products to protect individuals and businesses. As a member of the Atlanta Life Financial Group, we are the only Black-owned and operated insurance company to offer term life insurance, property and casualty insurance, group benefits and group reinsurance coverage with a purpose, giving back to community.