

Ameritas Announces Officer Elections

October 6, 2014// Lincoln, Neb.// JoAnn Martin, Ameritas president and chief executive officer, announces the following officer elections.



Mark Boehmer recently joined Ameritas as second vice president – group customer connections for Ameritas Life and Ameritas Life of New York. In this position he will establish and implement action plans and internal controls to meet the objectives of the customer connections teams, which are in multiple locations.

Boehmer brings more than 10 years of executive management experience in the contact center area. He has led sales and service operations, information systems, sales support, retention marketing, customer service, call center inbound and outbound sales, new business development and client services. Most recently he worked for iPacesetters as a sales and customer service channel leadership executive.

He earned his B.A. degree in materials and logistics management from Michigan State University, East Lansing, Mich. He serves on the board of directors for the Professional Association for Customer Engagement (PACE) and is the past vice chair.



Jim Gairns was elected vice president – retirement plans distribution, marketing, wholesaling and sales support for Ameritas Life and Ameritas Life of New York. He manages the internal sales team and sales support, as well as the registered investment advisor (RIA) and independent broker/dealer business within the retirement plans division.

Gairns rejoined the company in 2012 as internal sales manager and was later promoted to director of sales development. He previously worked for the company from 2000 to 2005 as senior regional director.

He attended Iowa State University in Ames, Iowa, where he majored in architecture. He holds the AIF (Accredited Investment Fiduciary) and ARPC (Accredited Retirement Plan Consultant) professional designations.

Gairns is a member of the American Society for Pension Professionals & Actuaries (ASPPA), National Association of Plan Advisors (NAPA) and Society of Professional Asset Managers & Recordkeepers (SPARK).



Bob Gevelinger, RHU, was elected vice president – group field sales for Ameritas Life and Ameritas Life of New York. In this new position he leads the group division's nationwide sales force.

Gevelinger joined Ameritas in 1999 as a group sales representative. He has held numerous management positions during his tenure, most recently as a regional vice president.

He is a graduate of the University of Wisconsin – Platteville, where he earned B.S. degrees in animal science/pre-veterinary and agricultural journalism. He completed the Executive Leadership curriculum at the University of Wisconsin and the Ameritas Leadership Academy. He completed the Registered Health Underwriter (RHU) curriculum through American College in Bryn Mawr, Penn.

Gevelinger is a member of the Wisconsin Association of Health Underwriters and National Association of Health Underwriters.



Stacy Guevara was elected vice president – group underwriting for Ameritas Life and Ameritas Life of New York. Guevara is responsible for leading the group division's underwriting department that focuses on underwriting for the Ameritas internal sales force. Her role includes overseeing management of underwriting activities and processes.

With more than 14 years of underwriting experience, she joined Ameritas in 2012 as underwriting manager in the Northeast region.

Guevara earned a B.B.A. degree in finance and an MBA degree from Iona College, New Rochelle, New York.



John Kirtley, J.D., was promoted to second vice president and associate general counsel – Ameritas Life and Ameritas Life of New York. His responsibilities include managing nationwide litigation for individual life and disability insurance claims and the legal aspects of Ameritas relationships with agents and agencies nationwide.

Kirtley joined the company in 2006 as an attorney and most recently served as director and associate general counsel.

A graduate of Northern Kentucky University, Highland Heights, Ky., Kirtley earned B.A. degrees in journalism and radio/television broadcasting. He earned his juris doctorate degree and LL.M. degree in business and taxation from Capital University Law School, Columbus, Ohio.

He is a member of the Association of Corporate Counsel and the International Claim Association, and serves on the Forest Park Chamber of Commerce board of directors.



Kate McCown was promoted to second vice president – group compliance for Ameritas Life and Ameritas Life of New York. She leads the group division's compliance activities related to regulatory approvals and product implementation, health care reform implementation activities and government relations on state and federal levels.

McCown started her career with Ameritas in 1999 as a customer relations specialist in the group division. She has held a number of positions, most recently as director in group compliance.

She graduated from Doane College with a B.A. degree in legal studies. She is vice chair of the Government Relations Commission of the National Association of Dental Plans. She is also a member of Lincoln Young

Professionals Group and is a TeamMates mentor.



Andy Verdooren was elected vice president – group underwriting for Ameritas Life and Ameritas Life of New York. He is responsible for providing direction for continued improvements in growth, persistency and profitability for the group division's business development underwriting department, which focuses on underwriting for Ameritas' partner companies.

Verdooren began his career at Ameritas in 1998 as an underwriting consultant. He has held various management positions in the underwriting and national accounts areas. Most recently he served as the director of underwriting.

A graduate of Milliken University, Decatur, Ill., Verdooren received a B.S. degree in personnel management. He currently serves on the board of

directors for the Boy Scouts of America Cornhusker Council and is the board treasurer for the El Cento del las Americas.

About Ameritas

Ameritas Life Insurance Corp. and its affiliated companies offer a wide range of insurance and financial products and services to individuals, families and businesses. These products and services include life insurance; annuities; individual disability income insurance; group dental, vision and hearing care insurance; retirement plans; investments; mutual funds; asset management and public finance. For more information, visit ameritas.com. Securities offered through Ameritas Investment Corp., member FINRA/SIPC.

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