



JoAnn M. Martin

Vice Chair – Ameritas Mutual Holding Company
Vice chair – Ameritas Life Insurance Corp.
Lincoln, Nebraska

Work History

- Elected vice chair – Ameritas Mutual Holding Company and Ameritas Life Insurance Corp. – 2020
- Chief executive officer – Ameritas Mutual Holding Company – 2009 - 2019
- President – Ameritas Mutual Holding Company – 2009 - 2017
- President and chief operating officer – Ameritas Mutual Holding Company – 2009
- Chief operating officer – Ameritas Mutual Holding Company – 2008
- Chair, president and chief executive officer – Ameritas Life Insurance Corp. – 2008
- Executive vice president and chief financial officer – Ameritas Mutual Holding Company – 2006
- President and chief executive officer – Ameritas Life Insurance Corp. – 2005
- President and chief operating officer – Ameritas Life Insurance Corp. – 2003
- Executive vice president and chief financial officer – Ameritas Acacia Mutual Holding Company – 2001
- Senior vice president and chief financial officer – 1995
- Joined Ameritas as manager – audit division – 1984
- Director of Ameritas Mutual Holding Company and member of many of the company's subsidiary boards

Education

- M.S. degree, Business Administration, Colorado State University – 1982
- B.S. degree, Business Administration, University of Nebraska-Lincoln – 1975

Professional Designations

- CPA (Certified Public Accountant)
- FLMI (Fellow in Life Management Institute)

Board Committees

- Ameritas Holding Company Finance Committee – Member
- Ameritas Audit & Risk Committee – Member

Business and Community Activities

- ACLI – Immediate past chair
- Lincoln Vision Steering Committee
- MDRT Foundation – Honorary board of trustees
- National Research Corp. – Board member
- Prosper Lincoln Steering Committee
- Lincoln Community Foundation - Board member
- University of Nebraska Foundation – Past chair

Past Community Service

- NICDC – Board member
- Federal Reserve Board of Kansas City – Omaha Branch
- ACLI Executive Roundtable Committee – Chair
- MDRT Foundation – Board member

- Lincoln Chamber Economic Development – Board chair
- Lincoln Partnership for Economic Development – Co-chair
- CHI Nebraska – Board chair
- University of Nebraska Medical Center – Board of Counselors
- Nebraska Society of CPAs Foundation – President
- Nebraska Council on Economic Education – Board treasurer
- St. Elizabeth Community Health Center – Past board chair
- Lincoln Chamber of Commerce – Past chair
- United Way – Fundraising committee
- Financial Executives of Nebraska – Board member
- Nebraska Wesleyan University – Board of Governors
- Nebraska Art Association – Board member
- Lincoln Community Foundation
- Leadership Lincoln – Class of 1988
- College of Business Alumni Board – President
- FLMI Society of Nebraska – President

Honors & Awards

- Rotary Nebraskan of the Year - 2019
- Inspire Awards Woman of the Year – 2018
- Inductee, Nebraska Business Hall of Fame – 2015
- Nebraska Alumni Association Master – 2014
- Public Service Award, Nebraska Society of CPAs – 2013
- Annual Recognition Award, Lincoln Partnership for Economic Development – 2013
- Dr. Barbara Hibner Trailblazer Award – 2012
- Insurance Networking News Top Ten Women in Insurance Leadership – 2011
- Business Leadership Award, UNL College of Business – 2011
- Woman of Distinction Award, Lincoln Business Journal – 2008
- Inductee, UNL School of Accountancy Hall of Fame – 2004
- Alumni Achievement Award, Nebraska Alumni Assn. – 2002
- Outstanding CPA in Business and Industry, Nebraska Society of CPAs – 2000
- Alumni Leadership Award, UNL College of Business Administration – 1996