

Leadership



President & Chief Executive Officer



Rich Bielen was named Protective Life Corporation's seventh President and Chief Executive on July 1, 2017. In his more than 35 years of financial services experience, more than 30 of those have been with Protective. He joined the Company in 1991 with responsibility for the company's securities portfolio before becoming

Chief Investment Officer and Treasurer in 2002. Subsequently, he transitioned to the role of Vice Chairman and Chief Financial Officer in 2007, then President and Chief Operating Officer in January 2016.

He began his career at Arthur Andersen and Co., where he served from 1983-1986. He then joined Oppenheimer & Co., Inc. as a sales analyst focused on new product development before moving into the position of Senior Vice President.

Bielen is on the Board of Trustees for Children's of Alabama and holds the position of At-Large Director of Innovate Alabama. In addition, he serves on multiple boards for The American Council of Life Insurers, United Way of Central Alabama, Birmingham Business Alliance and Leadership Birmingham. In March 2020, Bielen was nominated to the U.S. Chamber of Commerce Board of Directors, and in September 2024, he will assume the role of Chair of the Board of Directors for ACLI.

A Certified Public Accountant, Bielen earned a master's degree in business administration in addition to a bachelor's degree from New York University.

Board of Directors

Michael J. Morrissey

Chairman of the Board, Protective Life Corporation
International Insurance Society

Richard J. Bielen

President and Chief Executive Officer, Protective Life Corporation

Dawn Bulgarella

CEO of the UAB Health System
CEO of the UAB/Ascension St. Vincent's Alliance

Takashi Iida

Director, Managing Executive Officer of
The Dai-ichi Life Insurance Co., Ltd.

Vanessa Leonard

Attorney at Law

Koichi Nishiyama

Executive Officer and Chief General Manager,
North America of Dai-ichi Life Holdings, Inc.

Jesse J. Spikes

President, Ribs on the Run, Inc.

Mark Tarr

President & CEO, Encompass Health

William A. Terry

Highland Associates, Inc.

W. Michael Warren, Jr.

Former Chief Executive Officer, Children's of Alabama

Hitoshi Yamaguchi

Managing Executive Officer, Dai-ichi Life Holdings, Inc.

Leadership Team

Richard J. Bielen

President & Chief Executive Officer

Steven G. Walker

Vice Chairman, Finance and Risk

D. Scott Adams

Executive Vice President, Chief Transformation and Strategy Officer

Lance P. Black

Executive Vice President, Acquisitions and Corporate Development

Mark L. Drew

Executive Vice President, Chief Legal Officer

Wendy Evesque

Executive Vice President, Chief Human Resources Officer

Wade Harrison

Executive Vice President, Chief Retail Officer

Phil Passafiume

Executive Vice President, Chief Investment Officer

Paul Wells

Executive Vice President, Chief Financial Officer

Deep Banerjee

Senior Vice President, Treasurer

M. Scott Karchunas

Senior Vice President and President, Asset Protection Division

Matthew Kohler

Senior Vice President, Chief Information Officer

Laura McDonald

Senior Vice President, Chief Mortgage and Real Estate Officer

Aaron Seurkamp

Senior Vice President and President, Retirement Division