



Assurant Names Emmet Burns Senior Vice President, Brand and Marketing

NEW YORK, June 6, 2016—[Assurant, Inc.](#) (NYSE: AIZ), a global provider of risk management solutions, today named Emmet Burns to the newly created role of senior vice president, brand and marketing, effective immediately. As the organization moves to an enterprise model for marketing, Burns will be responsible for the development and execution of Assurant’s marketing and brand strategies that support the company’s specialty protection [housing](#) and [lifestyle](#) products and services worldwide.

Burns, who will be based in Atlanta, brings more than 25 years of marketing and branding experience with key roles in both the financial services and packaged goods sectors, including Barclays, Bank of America, Bayer and Procter & Gamble. Most recently, he served as senior vice president, brand and integrated marketing director at SunTrust Banks, Inc. There he led the development and execution of marketing strategies to drive enterprise brand and revenue growth for SunTrust’s business units.

“Emmet’s deep experience aligning customer needs and business strategy will be instrumental in supporting the drive toward profitable growth at Assurant,” said [Francesca Luthi](#), Assurant chief communication and marketing officer to whom Burns will report. “In partnership with our business leaders, we will further integrate and strengthen Assurant’s marketing capabilities worldwide.”

Prior to his role at SunTrust Banks, Burns served as senior vice president, marketing for Barclays Retail Bank in the UK. From 2001 to 2008, he held a series of marketing and product management roles of increasing responsibility at Washington Mutual Bank.

“Joining Assurant during a time of strategic transformation provides great opportunities to enhance the ways we connect and serve consumers worldwide,” said Burns. “I’m excited to work with Assurant’s global marketing team as we expand upon and further integrate our capabilities to enhance our brand, increase awareness and support the growth of Assurant.”

Burns holds a bachelor’s degree in mathematics from The College of the Holy Cross. A military veteran, he served five years as a nuclear submarine officer in the U.S. Navy.

About Assurant

Assurant, Inc. (NYSE: AIZ) is a global provider of risk management solutions, protecting where consumers live and the goods they buy. A Fortune 500 company, Assurant focuses on the housing and lifestyle markets, and is among the market leaders in mobile device protection; extended service contracts; vehicle protection; pre-funded funeral insurance; renters insurance; lender-placed homeowners insurance; and mortgage valuation and field services. With approximately \$30 billion in assets as of March 31, 2016, and \$8 billion in annual revenue for the year ended 2015, Assurant is located in 16 countries, while its Assurant Foundation works to support and improve communities. Learn more at assurant.com or on Twitter [@AssurantNews](https://twitter.com/AssurantNews).

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