

**LISA HISER HARRINGTON**

**PLM, CPCU, CAM, AAM, AAI, AIAM, AIP [CRIS, CAE]**

Trophy Club, Texas

850-528-2121

[lisa@abidingstrategy.com](mailto:lisa@abidingstrategy.com)

**SUMMARY OF QUALIFICATIONS**

Mrs. Harrington is a natural leader and orator. She is the CEO of Sapphire Enterprises LLC, d/b/a Abiding Strategy®; she is a Vistage Chair, Strategy Coach, Author and Keynote. Her two books highlight her unique approach to leadership. Her past experiences as CEO, COO, CMO and EVP, plus thousands of hours of training she has provided to others, have given her unique insight into the secrets of success in many industries. Her goal is to help more people grow and succeed, because she believes that by creating better leaders, we create a better world. She holds a B.A. degree in Management and Spanish from Ball State University and has earned several certifications: CPCU, CAE, CRIS, CAM, AAM, AIAM, AAI, & AIP. Personally, she is a certified Parish Lay Minister for her church.

The experience assisting the lobbyists in the Florida association gave her an appreciation of the legal and legislative processes. She has served on the boards of directors for several organizations and is experienced in helping non-profit organizations succeed. Working with CEOs in her Vistage practice has been the highlight of her career. Her work in consulting and many years of executive experience give her a unique perspective on the inner workings of business organizations. She also has been involved for decades in the development of management and workflow standards for small & mid-sized businesses. She has a long-standing history and reputation within the American Agency System. Her experience in the field prepared her for the work as an educator for the Florida Association of Insurance Agents (FAIA), as CMO for IRMI, and CEO of NetVU, among many others.

**EDUCATION**

*BA Management and Spanish: 1983*

Ball State University, Muncie, Indiana

Three-year graduate (GPA 3.3 / 4.0)

**CREDENTIALS**

- *Construction Risk Insurance Specialist: 2015*  
International Risk Management Institute (IRMI)  
Highly specialized industry education for construction insurance
- *Certified Account Manager: 2011*  
Independent Insurance Agents of Texas  
Created one part of five and taught courses for better customer service and professionalism
- *Associate in Insurance Account Management: 2008*  
Independent Insurance Agents and Brokers of America (IIABA)  
Created, developed, and taught for FAIA and IIABA by Mrs. Harrington
- *Certified Association Executive: 2004*  
American Society of Association Executives (ASAE)  
Highest level of industry education for trade association professionals
- *Associate in Insurance Production: 2000*  
Independent Insurance Agents and Brokers of America (IIABA)  
Created, developed, and taught for FAIA and IIABA by Mrs. Harrington

- *Accredited Advisor in Insurance: 1998*  
Insurance Institute of America  
Created for agents and agencies in the property and casualty business
- *Chartered Property & Casualty Underwriter: 1993*  
Professional Association for Chartered Property Casualty Underwriters and the IIA  
Highest level of insurance industry education using 27 textbooks and 30 hours of bluebook exams
- *Associate in Automation Management: 1989*  
The Insurance Institute of America (IIA)  
Later renamed by IIA as Associate in Insurance Technology (AIT)

### PROFESSIONAL EXPERIENCE

#### **Sapphire Enterprises LLC – Southlake, TX**

##### **Owner, Chief Executive Officer: 2009 to present**

Mrs. Harrington is the founder and chief executive officer for Sapphire Enterprises LLC, **d/b/a/ Abiding Strategy®**. She is a Keynote & Author, Vistage Chair, and Strategy Coach. As a professional keynote speaker her topics include Leadership, Management, Sales, Vision Mapping, Strategy, DiSC profile work, Communication Skills and more. Her speaking style is precise, fun and energetic, making strong connections with the audience. Each presentation is tailored to the group. Her consulting specialties include trade association issues, strategic management, operational procedures, troubleshooting and crisis management, brand management and development, sales and business development, contract assistance for employee agreements, customer service training, workflow evaluation, errors and omissions avoidance, culture shift, leadership coaching and training, and sales and sales management. As a prior faculty member of the Independent Insurance Agents and Brokers of America Virtual University, (IIABA VU) she provided consulting assistance for Big I members and was a contributing author. She was often retained by the Independent Insurance Agents of Texas, instructing for the Certified Account Manager Program, the Small Agency Conference, and more. Her work at the Network of Vertafore Users (NetVU) began as a consultant, which led to work as the COO and subsequently as Acting CEO/Interim Executive Director, with accommodation for continuing the private practice.

#### **Author – Southlake, TX**

##### ***Abiding Strategies: Build Your Best Business Foundation: February 2022***

This is a guide to building a long-term strategy for any business. The concepts of leadership, building a strategic process, implementation and crew management are featured. In addition, there is a companion workbook on the website to allow any business to build out their own plan for just the cost of the book. The book fully describes the process for the Abiding Strategy® workshop.

##### ***Taking in Strays: Leadership Lessons from Unexpected Places: March 2013; updated 2017 & 2020***

This volume is a serious business book with a fun twist. The leadership lessons of communication, persistency, loyalty and more are taught using the stories about Mrs. Harrington's many animals she has owned over the years. In this way the reader can see the classic leadership attributes and hear about new ideas and ways to employ leadership while enjoying the interesting stories about dogs, cats, horses, and birds.

**International Risk Management Institute (IRMI) – Dallas, TX**  
**Executive Vice President & Chief Marketing Officer: 2013-2018**

Mrs. Harrington was an executive officer at IRMI, a privately held company, responsible for driving revenue and handling all areas related to client engagement. She managed four departments: Customer Success, Conference Management, Sales and Marketing. Twenty-five employees reported to her through four directors. Her conference management responsibilities included six annual insurance and risk management conferences in three industry verticals: construction, energy, and agriculture, attracting over 3,000 industry professionals a year to the events. In addition to conference sales, the sales and marketing crew promoted and sold 40 online subscription-based content products which are recognized as the industry's most complete and accurate resources for expertise and education. Customer Success staff handled thousands of inquiries a year about the products, certifications, and education provided by IRMI. IRMI's family of companies includes WebCE, the largest provider of continuing education for insurance agents and other industries. Also owned by IRMI was ZeroRisk HR, a testing, hiring and consulting firm. Mrs. Harrington's work on the Executive Committee involved all aspects of strategic management and operational strategies for the three enterprises, coordinating and prioritizing opportunities with the Chief Information Officer, Chief Financial Officer, Chief Content Officer and the President & CEO. The Executive Committee also hears reports from all departments routinely and reports to the ownership, Chair and Vice Chair of the Board quarterly. During Mrs. Harrington's tenure she was charged with significant change management including modernization of marketing aspects of the website, input on product development, updating external messaging to the industry, departmental restructuring, strategic planning, and more. Her consulting practice was largely dormant while employed at IRMI.

**NetVU – The Network of Vertafore Users – Irving, TX**  
**Acting CEO: 2011 to 2013**

**Vice President and COO: 2011 to 2011**

Mrs. Harrington was a Retained Consultant in the capacity of acting COO from January 2010 until March 2011 when the position was made permanent and the Board of Directors named her as corporate VP and COO. Her duties were typical of a chief operating officer: managing staff, assisting in the development of the corporate strategic plan, public relations, marketing assistance, and more. Her work with the education department included the overall re-design of the education department including the creation and implementation of certification programs for members. She was responsible for the following departments: accounting, education, conference, marketing, administration, sales, industry relations, research and development, and others. In November of 2011 she was asked to act in the capacity of Interim Executive Director & Acting CEO.

**Florida Association of Insurance Agents – Tallahassee, FL**

**Vice President of Education: 2001–2009**

**Director of Education: 1999–2001**

Mrs. Harrington managed the Education Department for the premier statewide independent insurance agents' association in Florida for nearly eleven years. Her duties included direct operations of the department, including staffing; budgets; scheduling; teaching, facilitating and auditing courses; writing classes; coordinating outside contractors; developing new methodologies and delivery; and marketing of online, on site, and traveling schools. Mrs. Harrington managed a staff of twelve and a million-dollar budget for over a decade. Her corporate responsibilities included new staff orientation, executive responsibilities to the mission and vision of the corporation, and leadership during both high and low cycles of the industry. While a registered lobbyist for just one year, she was active in the lobbying activities of the association for her entire tenure, often attending legislative committee meetings and hearings during the legislative session. Mrs. Harrington acted as an advisor to the Florida Department of Financial Services, speaking on behalf of independent agents. She created the Associate in Insurance Production (Elite Force Sales Training Program) and the Associate in Insurance Account Management professional designation programs with IIABA; these are unique training courses for agency staff, including monitoring and accountability, which have been approved by the IIABA's Best Practices Council.

Mrs. Harrington directed the creation and implementation of the Young Agents Council, online and webinar style classes for members, the board development program titled Florida's Future Insurance Leaders and other programs, which are now institutionalized. She was the staff liaison assisting with the creation of the FAIA Good Works Fund, which provides scholarships to students entering an insurance major in an accredited college.

#### **Lupfer-Frakes Insurance – Kissimmee, FL**

##### **Operations Manager: 1995–1999**

Mrs. Harrington managed up to four office locations, including all support staff (35+). Departments under her direction included Facilities, Administration, Personal Lines and Small Account Sales, Human Resources/Education, Operations Budgets, and Quality Control. During her tenure, the agency was able to grow net pre-tax revenue with a decrease in staff through attrition. Among other accomplishments, she refined the workflow to include expanded use of the agency management system and transactional filing in the personal lines department. Also, she combined two offices into a single location on the east coast, creating a higher profit margin for that book of business.

##### **Commercial Sales Agent: 1993–1995**

Mrs. Harrington handled direct insurance sales to business owners in the community. All aspects of the sales process were her responsibility, including telemarketing, prospecting, review of prepared proposals, some negotiations with underwriting and agency marketing staff, presentation of proposals to individuals and groups, and collection of premiums. Maintenance of the accounts, including updates, endorsements, and renewal follow up, was also her responsibility.

#### **The Seibels Bruce Group, Inc–Orlando, FL**

##### **Territorial Sales Manager: 1991-1993**

Public relations and training for over 50 agency offices with an independent agency company. Mrs. Harrington managed a nine-county territory in Central Florida. Duties included recruiting new agencies, evaluating their business strategies, qualifying them for approval of company contracts, training staff in carrier products, assisting agency managers with building and developing their practice, and maintaining relationships. Also handled discipline of agencies not reaching goals or for other reasons and terminating non-productive locations.

##### **Senior P&C Underwriter: 1989 -1991**

Personal Lines Underwriter, training coordinator, workflow specialist. Mrs. Harrington designed and developed a workflow for the department, which reduced turnaround time for new policies from 72 days to 14. She also trained new assistants in policy coverages.

#### **American Mutual Fire Insurance Company - Charleston, SC**

##### **P & C Underwriter, Flood Underwriter: 1987–1989**

As a Personal Lines Underwriter for approximately one-half of the state of Florida, Mrs. Harrington developed an agency accountability system, which assisted in the tracking of production and profitability for the agencies; this system was later adopted by the entire department.

#### **Companion Life Insurance – Columbia, SC**

##### **Field Representative: 1986–1987**

This position was as a dedicated inside field representative to the company's largest broker. Mrs. Harrington assisted the agency staff in selling accounts and serving corporate customers who purchased 401k programs for their employees.

#### **Allstate Insurance – Indianapolis, IN**

##### **Personal Lines Underwriter: 1983–1986**

Mrs. Harrington handled over fifty agency locations, assisting with qualifying new accounts. She was the department trainer for the new paperless underwriting system and created a training and reference log for the department.

## PUBLICATIONS

Mrs. Harrington has written hundreds of articles on the topics of insurance agent education, leadership, sales and sales management, customer service, agency management, contract issues for producers, and much more. The following is a partial list of locations where you'll find articles with her byline. She was a regular contributor in the "For the Manager" column at American Agent and Broker Magazine from 2010 through 2014. A representative list:

- *Agents Education* newsletter from the Florida Association of Insurance Agents
- *Agents Confidential* Newsletter from the Florida Association of Insurance Agents
- *Independent Agent Magazine* from the Independent Insurance Agents and Brokers of America
- *Florida Underwriter Magazine* from Summit Business Media
- *American Agent and Broker Magazine* from Summit Business Media
- *National Underwriter Magazine*
- *Rough Notes Magazine*
- *IIABA Virtual University*
- *Greater Orlando Apartment Association Newsletter*
- *Expert Commentary* at IRMI.com

### TWO BOOKS AUTHORED:

***Abiding Strategies: Build Your Best Business Foundation***

ISBN-978-1-7343836-2-1 Released February 2022  
Companion Workbook at [AbidingStrategy.com](http://AbidingStrategy.com)

***Taking in Strays: Leadership Lessons from Unexpected Places***

ISBN-13: 978-0615784229 Released March 2013  
Relaunch 2017 with additional chapters  
3<sup>rd</sup> edition 2020



### AFFILIATIONS / LICENSES/VOLUNTEER

Parish Lay Ministry Academy Certificate with NT-NL ELCA - 2023  
Southlake Chamber of Commerce Board of Directors: July 2022 to present  
Kids Matter International Board Member: July 2020 to present  
Vistage Rookie Excellence Award: 2019  
Southlake Executive Forum: Board member & membership chair 2019 to present  
Southlake Executive Women: Board member & Co-Founder 2017 to present  
Abiding Grace Lutheran Church: President 2017-2018, VP 2016-2017, Treasurer 2012-2014, various committees  
Construction Risk Insurance Specialist: 2016  
Clear Direction Management Certificate: 2014  
Dallas Ft. Worth Association Executives: Board of Directors, 2012-present; A-Day 2012 and 2013 Chair, 2012 Award of Excellence Winner, 2019 Awards Committee Chair, 2020 Awards Committee Co-Chair  
IIABA Best Practices: Council Member, 2012 to 2018  
Plaid for Women: Advisory Board -- Operational Strategy, 2013  
American Association of Insurance Management Consultants: Member, 2010-2011  
CPCU Society, Member: 1993 to present  
Your Executive Symphony Professional Networking Group, Board: 2010-2011  
Voces Angelorum, an auditioned Chamber Choir, Board Member: 2009  
Big Bend Walk to Emmaus, Board Member: 2006-2009; community training coordinator 2001-2009  
Grace Lutheran Church, Board Member: Vice President: 2001-2003; President: 2003-2005  
Central Florida CPCU Society: Treasurer, 1997-98; Vice President -1998-99  
Redeemer Lutheran Church, Board Member: Vice President: 1992-1993; President: 1993-1994  
Apartment Association of Greater Orlando, Secretary for Associate Membership: 1994  
Delta Sigma Pi Professional Business Fraternity: 1981-1983  
Florida General Lines 2-20 Agent: 1993-2010  
Florida Life and Health 2-18 Agent: 1993-2010

**PARTIAL LIST OF CLASSES CREATED and/or TAUGHT by Mrs. Harrington****Sales and Sales Management**

From Query to Close  
 The Complete Circle  
 How Objections Help You Close the Deal  
 Prospecting in the New Century  
 The Closing Tool Kit

*From the AIP series:*

Perception, Power and Performance  
 Consultative Relationships  
 The Numbers Game  
 Prospecting  
 Time Management  
 The Perfect Sale  
 Learning as a Lifestyle  
 Six Steps to Success  
 Marketing for Success  
 Managing the Sales Process  
 Referrals  
 The Presentation  
 Business Etiquette  
 To Close or Not to Close  
 The Negotiations  
 Conflict and Politics  
 War Stories  
 Team Work and the Case Analysis  
 The Customer as King  
 The Triangle  
 Motivation for the Long Run  
 The Interview  
 Your Sales Style

**Leadership and Management**

Practical Leadership  
 Finding the Perfect Employee  
 Orientation, Training and Retention: On the Run!  
 Communication and Trust

**Customer Service***From the AIAM series:*

Understanding Consumer Needs  
 Best Practices of Customer Service  
 Mastering Time  
 Organizational Workflow  
 Negotiating Conflict  
 Professional Relationships in the Insurance Agency  
 How Not to Get in Trouble with Your Mouth  
 The Write Stuff  
 Regulation, Politics, and Polish  
 Leadership is Everyone's Job  
 Why Be Ethical  
 Changing Attitudes, Creating Opportunities

**Best Practices (certified in all courses for IIABA Best Practices)**

Joint Agency Company Planning  
 Perpetuation  
 Top Producers  
 Customer Service  
 Five Practices of Highly Effective Leaders

**Miscellaneous**

Elements of Good Negotiations (for TSAE)  
 Leadership courses for FFIL, FAIA's Board Development  
 Dozens of other smaller speaking engagements in various topics. She taught at the Independent Insurance Agents and Brokers of America's National Conference, and for the Insurance Brokers Association of Canada, for example.

**REFERENCES**

**Mark Jones**

President (retired)  
First Financial Bank of Texas  
Southlake, TX  
markjones@frontier.com

**Karen Brashear**

Armstrong-McCall  
Chief Executive Officer  
karen@amcontx.com

**Howard Kunst, FCAS, MAAA**

Chief Actuary  
Core Logic  
Irving, Texas  
hkunst@corelogic.com

**Richard Goldberg**

Chief Executive Officer  
Geomet Recycling  
Garland, TX  
rgoldberg@geometrecycle.com

**Melissa Robbins**

Chief Executive Officer  
National Association of Workforce Development Professionals  
West Plains, MO  
melissa@nawdp.org

