

Kristen Phillips Named Head of Corporate Marketing and Enterprise Communications at Lincoln Financial Group



It was announced today that Kristen Phillips has been appointed head of Corporate Marketing and Enterprise Communications of Lincoln Financial Group.

She will be reporting to Lisa Buckingham, chief HR officer for Lincoln Financial. In this new position, she will be responsible for Brand, Advertising and Corporate Communications, as well as her current responsibilities, supporting the Insurance and Retirement Solutions business.

Phillips joined Lincoln Financial 14 years ago, initially serving as vice president of Strategy and Business Development. In six years in this role, she held various leadership roles supporting the company's Life Insurance and Annuities businesses. After several years at another organization, she returned to Lincoln Financial in 2011 as Senior VP of Marketing and Strategy for Insurance and Retirement Solutions.

"I could not be more pleased that Kristen is taking on an expanded role," said Buckingham. "Her background and experiences make her an ideal fit for the position. She is among the best leaders at Lincoln Financial, and I am excited to work with her more closely as she leverages the strength of a combined corporate and business line organization to execute our strategy and deliver on our goals."

Prior to joining Lincoln Financial in 2002, Phillips served in

a range of Management Consulting, Information Technology and Training roles at American International Group, Inc. (AIG).

Phillips earned a Bachelor of Science degree in Economics from Texas A&M University and a Master of Public Policy from Harvard University's Kennedy School of Government. She is a registered principal with Series 6 and Series 26 Licenses, and she also completed LOMA's Fellow, Life Management Institute program.