



## **Melissa Hendricks**

### Chief Marketing Officer

Melissa Hendricks is Verisk's chief marketing officer, leading a data-driven modern marketing organization that drives company growth. She champions the company's vision of a brand recognized for innovation, successful business outcomes, and exceptional people.

Melissa oversees the company's branding and digital marketing strategies, public relations and media, external communications, and event experiences. Her leadership has contributed to Verisk's industry recognition and reputation for best-in-class customer solutions.

Before joining Verisk, Melissa served as vice president, Worldwide Marketing and Communications for Cerner Corporation, where she was responsible for the Cerner brand's stewardship across domestic and global markets.

Previously, Melissa served as Cerner's vice president, Marketing Strategy and Corporate Communications, where she led crucial projects such as rebranding the corporate identity and redesigning its digital presence. Before joining Cerner, Melissa held marketing, brand, and account management roles in the consumer packaged goods and pharmaceuticals industries.

Melissa has won many awards for marketing, communications, and PR, including a Public Relations Society of America Prism Award for her company's intranet redesign, local business campaign, and podcast series. She has also spoken and moderated panels at national marketing conferences.

She holds an MBA from Rockhurst University and a BA in communications from the University of Missouri.

Melissa is an active volunteer in her community and serves on various boards of not-for-profit organizations and schools, including St. Paul's Episcopal Day School, Boys Hope Girls Hope of Kansas City, and Block School of Business Marketing Advisory Council.