



Lisa Flanary

Senior Vice President and Chief Growth Officer

Lisa Flanary is responsible for driving growth at Thrivent. She oversees marketing (including customer experience, innovation and brand), data and digital engagement, corporate strategy, research and business insights, advice development, and the transformation management office.

Flanary joined Thrivent in 2018 in a consulting role and led the creation of the enterprise product strategy and the rebuilding of the product portfolio to meet regulatory requirements. She started her insurance career as an actuarial analyst at Aid Association for Lutherans (one of Thrivent's predecessors) and has held several executive and strategic leadership positions within the insurance industry. While she spent several years at Nationwide Financial in Columbus, Ohio, the bulk of her career was at Allstate Insurance Company in the Chicago area. In 2014, she was appointed CEO and president of the Degree of Honor Protective Association, a fraternal benefit society in St. Paul, Minnesota.

She has a passion for mentoring women in their professional careers and works closely with both Mentium and Everwise. Over the last year, she also worked with other mothers to build a GiGi's Playhouse in her community (an achievement center for people with Down syndrome).

Flanary graduated from Augustana College in Sioux Falls, South Dakota, with bachelor's degrees in journalism and mathematics. She received her MBA from University of Illinois–Chicago.

Flanary lives in the Twin Cities metro area and has two children.