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For immediate release

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**Jessi Booker promoted to Regional Vice President, Sales**

Madison, Wis. (April 26, 2023) – **Jessi Booker** has been promoted to Regional Vice President, Sales at **National Guardian Life Insurance Company** (NGL). Booker joined NGL in 2006 as a New Business Representative and during her tenure with NGL has held various roles, advancing her way to Regional Vice President.

In her new role as Regional Vice President, Sales Booker will focus on developing and enhancing Preneed business development opportunities with NGL’s marketing organizations, independent agents and agencies. She will work closely with **Judy Olson,** Regional Vice President, Salesas she assists NGL’s Marketing Partners in growing their Preneed sales.

“Jessi is an extremely knowledgeable and valuable resource for everyone she works with both in the field and at NGL,” shared Olson. “I have been fortunate to work closely with her for over 15 years. I look forward to continuing to work with her in her new role as Regional Vice President on the Sales Team as we help support our customers’ goals through connection, collaboration and compassion.

“I look forward to moving into my new role as Regional Vice President and strengthening existing and building new relationships. I believe in providing our customers with reliability, trust and success as they serve families. Working in various departments at NGL throughout my career, including new business, customer service and agent support has uniquely positioned me to understand the multifaceted needs of policyholders, agents and Marketing Partners,” said Booker. “The Preneed industry is important because it gives families peace of mind and helps to alleviate some of the stress during one of life’s most challenging moments. I am passionate about preplanning because I’ve witnessed the benefits to families who know what to expect when their loved one passes away.”

Booker is married with three adult children and two grandchildren. She enjoys spending her weekends boating on the lakes in Madison with her family and friends.

**About NGL**

Established in 1909 National Guardian Life Insurance Company (NGL) is an insurance company headquartered in Madison, Wis. Licensed to do business in 49 states and the District of Columbia, NGL markets preneed and individual life and annuities, as well as group markets products. Information about NGL can be found at www.nglic.com; Facebook: Facebook.com/NGLIC and LinkedIn: <https://www.linkedin.com/company/national-guardian-life-insurance-company>.

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