

IRI 20 IN 21



Susan Neely

President & CEO

AMERICAN COUNCIL OF LIFE INSURERS

Susan K. Neely is the president and CEO of the American Council of Life Insurers (ACLI), the nation's leading trade association dedicated to providing products and services that contribute to Americans' financial and retirement security. As president and CEO, Neely drives public policy and advocacy on behalf of ACLI's member companies that represent 95 percent of industry assets and serve 90 million families.

Neely has long been recognized as a leading voice in public policy and advocacy in Washington, D.C. She served as special assistant to President George W. Bush and helped create the

U.S. Department of Homeland Security (DHS), and later became the first DHS Assistant Secretary for Public Affairs. Neely was a senior executive at the Association of American Medical Colleges and the Health Insurance Association of America (HIAA), where she designed award-winning national advocacy programs and initiatives, like HIAA's groundbreaking Harry & Louise campaign.

Most recently, she led the American Beverage Association (ABA) for 13 years as president and CEO. Under her leadership, ABA instituted first-of-their-kind initiatives with President Clinton's Global Initiative and First Lady Michelle Obama's Let's Move campaign. These partnerships decreased calories from beverages sold in schools by 90 percent, put transparent calorie labels on millions of beverage containers, and reduced sugar consumed from beverages in the American diet.

Neely has been named Trade Association CEO of the year by two different national organizations. She is a past chair of the U.S. Chamber of Commerce Association Committee of 100 of the largest trade associations and the American Society of Association Executives.

A native of Iowa, Neely holds an undergraduate degree in journalism and French civilization from the University of Iowa and a master's degree in public administration from Drake University. She is the mother of two children, Eve and Ben.