



Dwayne Maddox

Multicultural Marketing Director

Background

Drawing on over 15 years of marketing and advertising experience in the financial services industry, Maddox brings a wealth of knowledge in multicultural marketing and a proven ability to develop inclusive strategies that drive growth.

Experience

- Leads the creation of inclusive marketing plans to recruit and engage financial professionals, and provides tools and content to support their growth in multicultural markets.
- Previously held leadership roles at Allstate, American Family Insurance, National Guardian Life Insurance, and Old National Bank.

Education, certifications, and memberships

- B.A. in marketing from St. John's University in New York
- MBA in marketing and urban land economics from the University of Wisconsin–Madison
- Graduate certificate in leading equity and inclusion in organizations from Northwestern University

→ FOCUSED ON:

- Multicultural markets
- Marketing
- Thought leadership