



Chris Du Bois

SVP, Chief Digital Officer, Enterprise Marketing and Experience Management

Background

With more than 25 years in the financial services industry, Du Bois has depth of experience in marketing, digital strategy, and driving growth and innovation.

Experience

- More than 10 years with Allianz Life, focused on helping financial professionals in acquiring and serving clients, delivering omnichannel experiences for financial professionals and clients, and advancing digital capabilities to drive results and deliver great experiences.
- Over 25 years of financial services experience across a range of roles including operations, sales, marketing, and digital strategy.
- Leadership of a diverse team responsible for supporting sales, marketing, and service productivity for internal and external audiences.

Education, certifications, and memberships

- B.A. in German, Dickinson College (Pennsylvania)
- FINRA 7 and 24 securities registrations

FOCUSED ON

- Digital strategy and tactics
- Marketing and experience delivery across the value chain
- Brand and advertising
- Social media
- Data-driven decision making

