

# Executive Profile - Marlene K. Chin



**Marlene K. Chin**

**Assistant Vice President, Marketing - Investments and General Insurance**

In November 2021 Marlene K. Chin was appointed Assistant Vice President, Marketing – Investments & General Insurance with regional responsibility for strategic marketing and brand equity for Sagicor General Insurance Inc., Sagicor Investments Trinidad & Tobago Limited and Sagicor Asset Management Inc.

In her previous regional posts as Assistant Vice President, Marketing, she drove the development and execution of the marketing strategies for Sagicor Life (Eastern Caribbean) Inc, Sagicor Life (Belize) and Sagicor General Insurance Inc in the Eastern Caribbean (2019), and Trinidad & Tobago and the Dutch Caribbean (2018). In October 2017, when Marlene was promoted to Assistant Vice President, Corporate Communications, she led the corporate communications strategy for Sagicor Life Inc. (Southern Caribbean).

Marlene joined Sagicor in June 2012 in the position of Manager, Corporate Communications. In 2013, she was awarded the Sagicor Spirit Manager of the Year award, before going on to win the prestigious Sagicor Group Manager of the Year.

She holds a Diploma in Law from the University of London, a Postgraduate Diploma in Marketing from the Chartered Institute of Marketing (CIM), Higher Group Diplomas from the London Chamber of Commerce and Industry (LCCI) in Management Principles and Selling and Sales Management, as well as Certificates from Cornell University in Innovation Strategy and Executive Leadership.

Marlene brings over 21 years' experience to her role having led corporate, brand-driven and communications strategies for companies in the financial and retail sectors. She currently serves on the Board of The Foundation for the Enhancement and Enrichment of Life (FEEL).