

Mark Friedlander Appointed as I.I.I.'s Florida Communications Consultant

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JACKSONVILLE, Fla., July 10, 2019—[Mark Friedlander](#), a seasoned insurance industry communications and marketing leader, has been appointed as the [Insurance Information Institute's](#) (I.I.I.) new Florida-based communications consultant.

“Mark Friedlander is a well-respected insurance industry media spokesperson who will effectively serve our member companies throughout Florida,” said Michael Barry, senior vice president and head of media and public affairs, at the I.I.I. “He will be a great resource for media outlets across the state as we continue to focus on helping consumers understand insurance and to address the issues impacting Florida’s auto, home, and business insurance markets.”

Friedlander was most recently a communications consultant at the Insurance Institute for Business & Home Safety (IBHS), where he focused on media relations. He is the former head of corporate communications and assistant secretary at The Main Street America Group, a Jacksonville, Fla.-based super-regional property/casualty insurance carrier. He has also held senior communications and marketing roles at Prudential Financial and HSBC Holdings PLC.

Moreover, Friedlander has held leadership roles within several insurance industry trade associations. This included chairing the Insurance Marketing & Communications Association as well as the IBHS Communications Committee. He's also served as a key member of the Trusted Choice® Company Partner Advisory Board and the Independent Insurance Agents & Brokers of America Agency Best Practices Program. Friedlander began his career as a sports reporter and editor covering the National Football League and college's Big Ten Conference and as a sports marketer supporting the PGA Tour's sponsors.

Friedlander succeeds Lynne McChristian, who had been the I.I.I.'s Florida-based communications consultant since 2008. McChristian was named earlier this year the director of the [Office of Risk Management and Insurance Research](#) at the University of Illinois at Urbana-Champaign, where she is also a senior instructor teaching insurance and enterprise risk management classes. She continues to serve as an I.I.I. spokesperson and a non-resident scholar.

Friedlander, who resides with his family in St. Johns County, Fla., earned his bachelor's degree in journalism/public relations at The Ohio State University. He can be reached at either markf@iii.org or 904-806-7813.

The I.I.I. has a full library of educational videos on its [YouTube Channel](#). Information about I.I.I. mobile apps can be found [here](#).

THE I.I.I. IS A NONPROFIT, COMMUNICATIONS ORGANIZATION SUPPORTED BY THE INSURANCE INDUSTRY.

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