



**Kristina Welke**

**Vice President, Head of Product  
New York Life Insurance Company  
Chattanooga, Tennessee**

Kristina Welke is the vice president, head of product for New York Life Group Benefit Solutions (NYL GBS.) In this role, Welke owns the definition of the NYL GBS strategy, building products, capabilities and experiences that drive differentiation. Welke has 15 years of insurance experience and has held various leadership roles in finance, operations, distribution and product/strategy. Welke has proven success in leading high performing teams, developing strategies to win in the market, finding solutions and leading through change. Prior to joining NYL GBS, she worked at Unum. Welke has a B.S. degree and an M.B.A. degree from Marist College in Poughkeepsie, NY.