



Charlene A. Farside

EVP, Chief Marketing Officer

Charlene Farside is Executive Vice President and Chief Marketing Officer at Advisen. She is responsible for linking the innovations of Advisen's businesses to the customer experience to build the global Advisen brand, create awareness and advocacy, and drive customer preference for the brand through every channel, every day.

In this role, Charlene oversees the global marketing strategy for Advisen and its products, including digital and inbound marketing, creative development, marketing technology, sponsorships, media, and external and internal communications.

Prior to joining Advisen as Chief Marketing Officer in 2013, Charlene was Vice President of Marketing for catastrophe modeling firm EQECAT. She has spent more than half of her career serving the commercial insurance industry and has repositioned organizations and brands, and developed businesses in new international markets.

Charlene holds an MBA in Marketing from University of Phoenix and a BS in Marketing from Thomas Edison State University.

Global Headquarters

1430 Broadway, 8th Floor
New York, NY 10018
+1 (212) 897-4800
info@advisen.com

www.advisenltd.com