

Catherine Myers Appointed COO of MGA reThought Flood

Colorado, 2 October 2023: reThought Flood, the technology-centric underwriting agency focused on US commercial and residential flood risks, has promoted Catherine Myers to the new position of Chief Operating Officer. In her expanded role, she will continue to oversee reThought's technology development team, and take on additional responsibilities including high-level management of operational areas such as sales, marketing, and HR. Her overall task is to ensure reThought Flood's aggressive growth strategy is implemented efficiently.

Myers joined reThought in December 2022 as Engineering Manager. For nearly 30 years she has worked primarily as a technology-project consultant, assisting organizations including RBC Wealth Management, Perficient, Be The Match, CAPITA, Hollstadt & Associates, Allina Hospitals & Clinics, United Health, and Deloitte. She began her career as a programmer at Ecolab, Inc.

Cory Isaacson, Chief Executive and Founder of reThought Flood, says: "reThought's rapid development as the leading flood underwriter in the U.S. of course requires an expanded C-Suite, as the workload becomes too much for our existing executive team to handle. Our acquisition of CyberBoxer in August increased our headcount by 50%, for example. To hire a COO of Catherine's ability, character, charisma, and sheer force of will would usually require a lengthy search and scores of interviews. But we only had to look down the hall to find the best possible candidate."

Catherine Myers says: "I am excited to take on these additional responsibilities. The technical team here – as I found it a year ago – is incredibly and refreshingly competent, which means I have time to focus on other areas. reThought's vision is enormous but achievable, so working as its head of operations is a superb longer-term vocation. I'd spent my career so far working with different companies to implement specific projects, but the scope and potential of reThought is so great that it's my obvious place to settle down, take on a longer-term, more holistic role, and sink my teeth in."

- ENDS -

Notes for Editors

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About reThought Flood

Founded in 2017, reThought Flood is a technology-centric Managing General Agent focused on US flood risks. reThought offers commercial, specialty, and residential flood insurance on behalf of A.M. Best A-rated carriers, and has formed strategic relationships with insurers, reinsurers, and other capacity providers to help them profitably innovate in the flood risk arena. reThought's game-changing technology has solved vexing industry problems underwriting flood risk through exceptional precision and a true understanding of the hazard. reThought's state-of-the-art proprietary underwriting methodology and risk assessment technology reflects the reality that with flood risk, inches matter. www.rethoughtinsurance.com