**BobbiJo DeNofa Broad**

Southern California Market Leader, Corporate Risk & Broking

Relevant Experience/Specialization

As the Corporate Risk & Broking Leader for the SoCal Market of Willis Towers Watson, BobbiJo oversees the management of all resources and insurance operations in the Corporate Risk & Broking sectors of the Irvine, Los Angeles and San Diego offices, including business development, client service and client retention. BobbiJo is also a resource in the design and broking of complex casualty insurance coverages.

Since joining Willis Towers Watson in January 2005, BobbiJo has served as a Senior WRS Casualty broker, member of the LA’s Executive Team and the California Region’s Casualty Practice Leader. In these roles, BobbiJo has been extremely successful in helping producers achieve new business success on some of the more complex client programs, meanwhile mentoring colleagues and helping to refine the office’s operational platform to support growth.

Prior to joining Willis Towers Watson, BobbiJo was a Vice President in the Marsh Los Angeles Casualty Department managing large national and multinational casualty programs. Preceding her brokerage career, BobbiJo served as a Risk Analyst in the Global Risk Management Department of Ford Motor Company. While at Ford Motor Company, BobbiJo was responsible for the design and management of Ford’s primary casualty, international marine / transportation, dealership service program and local insurance placements in South America.

With 23 years of industry experience, BobbiJo has worked within a wide range of client verticals, including automotive, real estate, construction, component manufacturing, and others.

Education and Credentials

Associate in Risk Management (ARM)

Temple University – Bachelor’s Degree, Risk Management & Insurance and International Business