

Brenda P. Wells, Ph.D., CPCU, AAI.
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Brenda Powell Wells holds both a Bachelor of Business Administration and a Ph.D. in Risk Management and Insurance from the University of Georgia. She also holds the Charter Property and Casualty Underwriter (CPCU) and Accredited Advisor of Insurance (AAI) designations.

Brenda completed her Ph.D. in 1992, and joined the faculty of UNT in September of that year as an Assistant Professor. In 1998, she was granted tenure and promoted to Associate Professor. In 2009 she moved to East Carolina University to build a new risk management and insurance program and to become the first holder of the Robert Byrd Endowed Chair in Risk Management & Insurance.

During her career she has taught Principles of Insurance, Risk Management, Commercial Liability Insurance, Commercial Property Insurance, and Insurance Company operations, Employee Benefits and Retirement Planning. She is the Faculty Advisor to the East Carolina University Society of Risk Management and Insurance, and had a wide range of experience in public relations and fundraising for student organizations. To date she has raised over \$1 million in donations. She also founded the Texas Risk and Insurance Professional Society (TRIPS), a non-profit entity that supports insurance education.

At East Carolina, Brenda is the advisor to the ECU Society of Risk Management and Insurance, as well as the student chapter of the National Alliance on Mental Illness. She is a member of the Professional Sports Advisory Committee, which advises NCAA-eligible athletes on their future professional sports careers.

Brenda has published articles in *Journal of Risk and Insurance*, *Journal of Insurance Regulation*, *Journal of Insurance Issues*, *CPCU Journal*, *Risk Management*, *Journal of Services Marketing*, and *Journal of Applied Business Research*. Her current research interests include business ethics, mass tort litigation in the pharmaceutical industry, personnel risk management and how insurance education impacts public attitudes towards the insurance industry.

Outside of her duties in academia, Brenda serves as a private consultant and corporate trainer to the insurance and risk management industry. She has also served as an expert witness and consultant on several court cases. Her consulting firm offers custom seminar delivery, preparation of expert opinions and testimony, continuing education course delivery, agency valuation, risk management audits, and intellectual patent application review. She is also an entrepreneur in the jewelry industry, as a co-owner of Rockin' Belles, LLC, the producer of JuJuBelle jewelry. The JuJuBelle line is sold through independent consultants in thirty states in the U.S.

Nationally, Brenda is a member of the CPCU Society, the American Risk and Insurance Association (ARIA), the Southern Risk and Insurance Association (SRIA), and the Western Risk and Insurance Association. She is a past-president of SRIA and the 2012 president of WRIA.

Brenda is a mixed media artist, jewelry artist, and also enjoys pottery and ceramic design. She has performed as a stand-up comic at the Addison Improv in Dallas, Texas, and at Hyena's Comedy Club in Arlington. She won the "Bodacious Crowd Pleaser" award at the Blue Night of

the Stars Talent Show at UNT in 2007. Brenda resides in Simpson, NC, with her teenage son, and four dogs.