

Position: Affiliate Board Member
Candidate: Frank D. Cella
Organization: Marsh USA, Inc,
Title: Managing Director, Education Practice Leader



Biography: Frank Cella leads the U.S. Education Practice for Marsh in the Midwest and he is based in Chicago. Frank's responsibilities include managing and coordinating the firm's resources as they relate to new business development and client management in the education industry. He has been with Marsh for over 25 years. As a professional in both the domestic and international insurance industry for over 36 years, Frank most recently led Marsh's U.S. Consumer's Sales Support. During his 18 year career in the Consumer Division he specialized in the education industry as the business leader for Marsh Consumer's Alumni Division, as well as development of CampusConnexions, a business solely focused on satisfying the full range of domestic and international risk management insurance needs of educational institutions. Throughout his career he has worked closely with risk retention groups, pooling programs and consortia programs. Prior to Marsh, Frank worked with both CIGNA and AIG in new business and client management roles focused on mitigating risk for multinational clients' expatriate, third country national and local national exposures expatriate assignments in both the Far East and Middle East.

Please describe your past Risk Management experience and previous involvement with URMIA.

As the Education Practice Leader for Marsh in the Central Zone of the United States, Frank focuses on risk management as part of his day-to-day responsibilities interacting with our public and private higher education institutions. His focus as an industry leader, producer and client executive in the higher education industry provides clients with assistance with board governance, risk mitigation and risk transfer. Frank has been an active member of URMIA since his attendance at the Denver, CO National Conference, September 15 – 19, 2007. Since attending the 2007 meeting, Frank has not only been an active member, but has attended every annual conference since and has, attended, at a minimum, at least one regional conference. In addition to attending each conference, Frank has acted in numerous volunteer positions each year including room monitor, front desk volunteer, and was active on the planning committee for the 2014 Annual Conference in Louisville and the 2015 conference in Minneapolis. He frequently presents at both the URMIA regional and national conferences.

What leadership skills and talents make you a good candidate?

Frank has been involved in higher education for over 25 years and has a great deal of passion for URMIA and its core purpose to promote the advancement application of effective risk management principles and practices in institutions of higher education. With the understanding that a Board position is a three-year commitment, Frank has the full support of Marsh leadership and the time and treasure to help URMIA fulfill its. He is interested in fully participating – attending meetings regularly, actively serving on committees, etc. He also has over thirty years of nonprofit board experience including serving as the Board Chair of the Associated Colleges of Illinois. He is a strategic thinker with the ability to internalize the long-term vision of URMIA's work. Frank also has the integrity to represent URMIA with a personal and professional commitment to transparency in the organization's finances and business practices, as well as the capacity and ability to follow through on board responsibilities.

How would you get the membership more active in URMIA?

URMIA is valued by its members because of its pledge to the advancement of higher education risk management as well as the growth of its members. Its members appreciate the community of peers, the exchange of valuable industry information and the opportunity for professional development. In the role of Board Member, representing the Affiliates, Frank would continue to focus his support of the URMIA leadership and staff in meeting its goals and supporting its strategic direction through all points of member engagement.

Briefly outline your vision for continuing to move URMIA forward.

As an industry, Risk Managers at colleges and universities have seen their roles change from a focus on risk transfer and risk mitigation to a "seat at the table" as leaders supporting the mission of their institutions'. Frank will support URMIA's Strategic Plan as it relates to: Enhance Higher Education Risk Management Education, Organizational Sustainability & Association Governance, URMIA Brand Awareness and Outreach

On-going member engagement is critical for URMIA's continued growth. If selected, Frank would focus his support of URMIA's leadership, staff, and committees through: Thought leadership, Listening to all affiliate members and sharing their insights in making URMIA a stronger organization, Working with affiliate members to support the mission of the organization through financial contributions and sponsorships.