



INSURANCE LEADERSHIP PODCAST

Tools for success in the industry

Making an Impact

[Episode 65 Show Notes](#)

Making a career move into a new leadership role can be both exciting and challenging. ILP welcomes Farah Rehman, Group Vice President of Revenue Execution at Franklin Madison, to discuss what it takes to successfully navigate change, lead with purpose, and create lasting impact.

After years of building successful businesses at Zurich, Farah recently transitioned to Franklin Madison, where she now focuses on revenue execution, product strategy, and growth. She shares how moving from a large global carrier to a more agile organization has reshaped her perspective on leadership, execution, and innovation.

The conversation also explores how AI, customer data, and evolving marketing strategies are transforming insurance distribution, while highlighting why great leadership still begins with listening, building trust, and serving people well.

[From Corporate Carrier to Growth Company](#)

Farah reflects on her transition from Zurich to Franklin Madison and explains why she was drawn to an opportunity where she could make an even greater impact. She discusses the differences between leading within a large corporation and a growing organization, where speed, agility, and accountability become even more important.

Great leaders don't chase bigger titles; they pursue opportunities where they can create greater impact.

[Strategy Means Nothing Without Execution](#)

Every organization has a strategic plan, but many struggle to execute it consistently. Farah explains why successful leaders continually align every initiative with the organization's long-term vision and ensure every team member understands how their work contributes to that goal.

The best strategies succeed because leaders consistently connect daily execution to the bigger picture.

[AI, Data, and Smarter Customer Engagement](#)

With decades of customer data and advanced marketing capabilities, Franklin Madison is using artificial intelligence to better understand customer behavior, personalize outreach, and improve campaign

performance. Farah also explains why direct mail continues to play an effective role in today's customer journey.

Technology creates opportunity, but understanding your customer remains the greatest competitive advantage.

Leading Through Change

Farah shares practical advice for leaders stepping into new organizations or navigating significant transitions. Rather than rushing to make changes, she encourages leaders to listen first, learn about the culture, earn trust, and build on the strengths already within the organization.

The strongest leaders balance fresh ideas with humility, earning credibility before driving meaningful change.

What's Next on the Insurance Leadership Podcast

Next month's episode features Dylan DiMarchi, Founder and CEO of Eventual.

Dylan joins the Insurance Leadership Podcast to discuss how artificial intelligence is changing the future of work, practical ways businesses can adopt AI responsibly, and how leaders can prepare their organizations for the next wave of innovation.

Let's Keep the Conversation Going

Have an idea for a future guest or leadership topic? We'd love to hear from you.

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