



Michelle Anderson

**NEW VICE PRESIDENT
REGIONAL MANAGER**



Promotion of Michelle Anderson to Vice President, Regional Manager TRISTAR

We are pleased to announce that Michelle Anderson has been promoted to Vice President, Regional Manager. Michelle has been a driving force in our success since joining us in 2021 as the Area Manager for the Southeast through the Matrix acquisition.

With her background at Matrix, where she began her journey in 2004, Michelle has risen through the ranks to become the Eastern Region Manager. She holds a Bachelor of Science in Accounting from Virginia Union University and has over 25 years of experience managing claims.

In her new role, Michelle will oversee a talented team and focus on recruiting an Area Manager to fill her previous position. She will also join our Senior Leadership Team and report directly to TRISTAR's President, Tom Veale. "My goal is to foster an environment where our team can excel and provide exceptional service to our clients," Michelle shared. "I love to see things grow and enjoy the partnerships with our clients."

Tom Veale praised Michelle's contributions, stating, "Michelle has become our go-to person for tackling challenging situations. She has a unique ability to turn around problems that others may have given up on. I look forward to working with her in this new role."

Michelle has built a reputation for effectively resolving complex claims and maintaining strong relationships with our clients. Her communication skills are proven through her ability to lead her team and ensure customer satisfaction.

Michelle's qualifications include:

- Extensive knowledge of claims management procedures, laws, and regulations across multiple states.
- Experience in forecasting, setting reserves, and strategic planning to resolve claims while effectively containing costs.
- Proven ability to interview, hire, train, and evaluate team members, supervising daily operations for up to 35 employees.
- A strong focus on client renewal and service expansion.
- Licensed adjuster in ten states and currently holding CWCP certification.

Please join us in congratulating Michelle Anderson on her well-deserved promotion! We look forward to seeing all the great things she will accomplish in this new role.