

Client-First Service

An Interview with Alexandra Littlejohn,
Executive Vice President and Managing Director, Retail Property & Casualty, Alliant Insurance Services

EDITORS' NOTE *Alex Littlejohn is Executive Vice President and Managing Director, Alliant Retail Property and Casualty. In this capacity, she leads Alliant's property and casualty brokerage as well as expands and cultivates relationships with insurance companies on behalf of Alliant clients. As part of Alliant Property & Casualty leadership, Littlejohn has responsibility for solving complex client problems, strategizing on large-scale insurance programs and broker multi-faceted placements, as well as enhancing sales efforts and trading partner utilization. Over the course of Littlejohn's career, she has served as a Managing Director for two global brokerages. Her most recent role prior to joining Alliant was Corporate Risk and Broking – West Region leader for one of the largest brokerage firms in the world.*



Alexandra Littlejohn

FIRM BRIEF *Alliant Insurance Services (alliant.com) is one of the nation's leading distributors of diversified insurance products and services. Operating through a national network of offices, Alliant offers a comprehensive portfolio of services to clients.*

Will you highlight Alliant's culture and values?

As a privately held company with majority employee ownership, the entrepreneurial culture and values of Alliant are centered upon delivering client-first service. Our collaborative culture brings teams together to work toward the shared goal of achieving excellence and delivering extraordinary value to our clients. And we want this process to be fun, dynamic, and interesting.

What have been the keys to Alliant's industry leadership and how do you describe the Alliant difference?

Specialized industry knowledge and high-caliber talent are our key differentiators. We hire top-tier talent with deep expertise in the industries we serve; talent that understands the unique risks our clients face and continuously deploys best-in-class services and innovative solutions to help them succeed. This specialized approach begins with our leadership and flows through the entire organization.

Will you provide an overview of your role and areas of focus?

I am responsible for leading the property and casualty brokerage while overseeing and

cultivating our carrier relationships. This role includes solving complex client problems, strategizing on large-scale insurance programs, and brokering multi-faceted placements, as well as enhancing sales efforts and trading partner utilization. I'm also responsible for optimizing data tools and technology to deliver unparalleled value-adds that my colleagues can bring to our clients.

Will you discuss Alliant Retail Property & Casualty's offerings and capabilities?

Alliant P&C provides comprehensive insurance offerings while leveraging our specialized industry knowledge and robust data to optimize our services and value to clients. This includes risk retention, purchasing of limits, and customized coverages. We are constantly optimizing and embedding technology to enhance the decision-making process for our clients.

“Specialized industry knowledge and high-caliber talent are our key differentiators.”

How critical is it for Alliant to build a diverse and inclusive workforce to mirror the diversity of its clients and the communities it serves?

It's critical to the health and vitality of our organization as a leading national P&C brokerage firm and an employer of choice within the insurance industry. I currently sit on the board of the

Alliant Insurance Foundation, which is dedicated to expanding access to opportunities for career growth and advancement for individuals with diverse backgrounds and life experiences. The Foundation is highly engaged with college students and recent graduates with the goal of attracting them to careers in the insurance industry. I am also actively involved in our Women at Alliant employee resource group, which provides a community of mentorship, leadership, and career development for women in our organization. Alliant continues to take a proactive role in promoting diversity, equity, and inclusion with the goal of shaping the future for both our organization and the greater insurance industry.

Do you feel that there are strong opportunities for women to grow and lead in the industry?

Absolutely. It is my personal goal to ensure that we are creating clear and identifiable paths for women to hold leadership roles in their areas of focus. Women are currently taking on more senior roles in our industry and are being viewed as leaders in their areas of expertise, which is refreshing. It is critical to focus on the next generation, preparing these women to take on more leadership roles as they progress through their insurance journeys.

What has made the insurance industry so special for you?

Insurance is one of the most unique industries in that it employs practical knowledge – the things you learn on the job apply directly to life outside of the office. Insurance is rapidly evolving in new and interesting ways, including the advent of AI and the changing face of client solutioning. I have also had the unique opportunity to live in different countries and work all over the world, something made possible by a career in insurance.

What advice do you offer to young people interested in pursuing a career in the industry?

Be patient – a career in insurance is truly a journey. You must continuously learn the job, no matter which side of the business you're on, with the goal to obtain the practical skills needed to take you to the next level. It is also crucial to develop a strong network. While the industry is changing and will look very different in the future, your network will always stay with you. Finally, you need to have a voice and use it. Stand up, ask good questions, have a seat at the table, and always know your subject matter. ●