

The Alliant Difference

An Interview with Lilian Vanvielt, Chief Diversity, Equity and Inclusion Officer, Alliant Insurance Services

EDITORS' NOTE *Lilian Vanvielt is a 30-plus-year insurance industry veteran. As Chief Diversity, Equity and Inclusion Officer, Vanvielt leads a company-wide effort to promote diversity and inclusion within Alliant and throughout the broader insurance industry through a focus on awareness, training, and mentoring. At the heart of this effort is her longstanding commitment to expanding opportunities for career growth and advancement for individuals with diverse backgrounds and life experiences. In addition to her role, Vanvielt is one of the nation's leading brokers in the education space. She leads the Alliant Kindergarten to Community College (K-14) Public Entity program and plays an influential role in setting the program's national business strategy. A proud survivor of stage III breast cancer, Vanvielt currently serves as Director of the Susan G. Komen Leadership Foundation in San Diego and was that organization's Honorary Breast Cancer Survivor of the Year in 2018. She uses her voice and influence to advocate for equality in access to health services for women of color and is an active spokesperson for breast cancer education and prevention. Vanvielt holds a bachelor's degree in economics and history from the University of California, Los Angeles.*



Lilian Vanvielt

in principle; it has invested in a dedicated Diversity, Equity, and Inclusion (DE&I) department and a foundation to actively support these goals. As Chief DE&I Officer, I oversee a team focused on supporting our workforce, and I also lead the Alliant Insurance Foundation which is committed to expanding access to the insurance industry for all students.

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

At Alliant, we believe diversity, equity, and inclusion (DE&I) are not byproducts of our success, but core drivers of it. Building an organization that reflects the communities we serve is essential to our growth and industry leadership. In my opinion, the Alliant difference lies in our agile, flat structure, which enables rapid response to changing needs, fosters collaboration across departments, and empowers every team member to contribute meaningfully. This model is further strengthened by our majority employee-owned culture which ensures that each person is invested in the company's shared success.

Our DE&I efforts are supported by a top-down commitment to accountability, embedding DE&I principles across all levels of the organization. By cultivating a culture where individuals feel valued, respected, and encouraged to grow, we create an environment where innovation thrives. Through this approach, Alliant stands out as an organization that not

only prioritizes the success of its clients and communities, but also actively works to create meaningful, lasting impact within the industry.

What do you see as the keys to being effective in the role of Chief Diversity, Equity and Inclusion Officer?

I believe effectiveness as a Chief Diversity, Equity, and Inclusion (DE&I) Officer requires aligning closely with the company's business strategy to foster DE&I initiatives that resonate both within the organization and across the industry. As a 30-plus-year insurance industry veteran, Chief DE&I Officer, and Executive Director of the Alliant Insurance Foundation, I bring a strategic focus that integrates corporate goals with meaningful, sustainable DE&I practices. My work at Alliant centers on creating growth and advancement opportunities for individuals with diverse backgrounds which extends through the initiatives we champion within the Foundation to increase access and opportunity in the insurance industry.

In addition to my DE&I role, I lead the Alliant Kindergarten to Community College (K-14) Public Entity program which has given me insight into how DE&I strengthens our business and the communities we serve. I see the Chief DE&I Officer as both a strategic architect and advocate, guiding leadership buy-in, shaping cross-departmental collaboration, and setting measurable goals that embed DE&I deeply within our corporate identity.

As a survivor of stage III breast cancer and an advocate for health equity, I know firsthand the importance of inclusion in supporting underrepresented communities. This experience

COMPANY 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.*

How do you describe Alliant's culture and values?

Alliant's inclusive and innovative culture is enriched by the diverse perspectives and experiences of our people who bring a unique commitment as part of a majority employee-owned organization. With a 99 percent broker retention rate, Alliant aligns its financial resources with the values it promotes, ensuring meaningful and impactful support for our workforce, clients, and communities. Through collaboration, we draw on these varied insights to drive change and create accessible solutions that resonate widely. Alliant doesn't just stand by its values

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fuels my dedication to advancing DE&I as an essential component of organizational success and as a means of creating a workplace where every individual feels valued, respected, and empowered.

Will you discuss Alliant's diversity and inclusion strategy?

Alliant's Diversity, Equity, and Inclusion (DE&I) mission is to cultivate and sustain an inclusive culture that drives employee engagement, attracts a diverse talent pool, advances innovative problem-solving for our clients, and enables all of our people to thrive. Our primary focus is on supporting the development and retention of our underrepresented professionals. Our six-pillar strategy, detailed below, uses a multi-faceted, metrics-driven approach to embed DE&I throughout our organization.

1. Accountability: We believe that what gets measured gets done. By setting clear goals aligned with our DE&I mission, we hold ourselves accountable and use established systems and processes to track our progress.

2. Representation: This pillar focuses on building equity across leadership levels and throughout the employee lifecycle. We prioritize inclusive outreach, standardized hiring practices, and development initiatives to ensure that our workforce supports and reflects the diverse communities we serve.

3. Culture: Our approach focuses on individuals and fosters organizational transformation by promoting workforce engagement and meaningful allyship. Employee resource groups play a crucial role here, providing support, fostering connections, and creating a sense of belonging across our communities.

4. Clients: We take pride in nurturing client relationships built on shared efforts to move the needle on DE&I. By working together to drive measurable progress, we create a service model that integrates diverse representation, ultimately enhancing the client experience and supporting our mutual goals.

5. Brand Development: Our brand development efforts aim to position Alliant as a DE&I leader within the insurance industry by actively partnering with mission-aligned organizations that support the development of our workforce, and contributing thought leadership to transform the wider market. This approach helps us organically build our brand and reputation, demonstrating our commitment to living the values we promote.

6. Community Investment: Alliant is dedicated to making a positive impact beyond business. Through the Alliant Insurance Foundation, we are expanding access to the insurance industry for all students, emphasizing our commitment to community development and social responsibility.

How is Alliant working to expand opportunities for career growth and advancement for individuals with diverse backgrounds and life experiences?

Alliant is deeply committed to fostering career growth and advancement for individuals from diverse backgrounds and life experiences. In addition to investing in and supporting our

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eight Employee Resource Groups (ERGs) across various affinities, our DE&I department is actively building and sustaining relationships with identity-specific organizations, including the Asian American Insurance Network, Hispanic Alliance for Career Enhancement, NeuroTalent Works, Out & Equal, Ellevest Network, and the National African American Insurance Association. We have also engaged with the Latin American Association of Insurance Agencies, Rainbow Risk Alliance, and the National LGBTQ+ Bar Association. Through these partnerships and in collaboration with our Professional Development team, the DE&I department is creating mentorship and coaching programs aimed at supporting and advancing our diverse talent.

With a streamlined process in place, we are also equitably allocating sponsored development opportunities and resources to women, racial and ethnic minorities, LGBTQ+ professionals, veterans, and professionals with disabilities. Additionally, our Alliant Insurance Foundation Fellows program and other academic partnerships provide resources and access to all students pursuing careers in insurance.

You also lead the Alliant Kindergarten to Community College (K-14) Public Entity program. What is the mission of this program?

As a public entity specialist and a nationwide leader in the education sector, I am at the forefront of business strategies for the public entity sector, actively supporting Alliant's Kindergarten to Community College (K-14) Public Entity initiative. I am dedicated to protecting invaluable community assets, and this collaboration is an ideal partnership for advocating for schools and an honorable way to give back. Just as Alliant invests in its employees and fosters a welcoming environment, our commitment to strengthening and investing in our communities is equally prioritized through this program.

What do you tell young women about the opportunities that exist for careers in the insurance industry?

Although women make up a significant portion of the insurance workforce, they are often concentrated in entry-level roles, and their upward mobility can depend heavily on their access to senior leadership. At Alliant, we're actively addressing unconscious gender bias and promoting advancement through

sponsorship and mentorship. Our focus is on ensuring equitable access to career development resources for all underrepresented professionals, including women, so that their skills and potential are fully recognized and celebrated.

Navigating challenges is a part of any professional journey, especially for women, and my own path has been no exception. I am incredibly grateful to the mentors and sponsors who have supported my career, and this gratitude drives my commitment to inspire others to carve their own unique paths to success. The insurance industry offers numerous avenues for pursuing a meaningful, values-aligned career that can make a real difference.

Together, I believe we have the opportunity to create a strong, supportive community built on awareness, allyship, and advocacy. By uplifting and empowering each other, we can drive real momentum for women leaders in the insurance industry and beyond.

You commit your time to philanthropic work and supporting important causes. What has made philanthropy so important to you?

For me, philanthropy is about giving back to and advocating for the communities that have shaped and supported me. My commitment stems from a deeply personal place. I went through an education system that didn't fully believe in my potential, and I was often met with skepticism, needing to repeatedly demonstrate my abilities. These experiences are why increasing access and creating equitable opportunities is so important to me – I don't want others to encounter the same barriers. This is why I'm so invested in the Alliant Insurance Foundation and its work to expand opportunities for diverse students, opening doors that might otherwise remain closed.

As a proud survivor of stage III breast cancer and a woman of color from an immigrant family, I have drawn strength from my community, and my experiences have shaped my resolve to give back. Organizations like Susan G. Komen provided unwavering support during my journey, and I am driven to pay that forward. I aspire to leave a legacy of meaningful, impactful change that removes obstacles for future generations. I believe we all have the opportunity and responsibility to help create a world where everyone has a chance to thrive, and that is a cause I am honored to support. ●