

Kristyn Cook

Kristyn Cook is executive vice president and chief agency, sales & marketing officer at State Farm®. She is head of the company's sales and distribution function and leads more than 19,000 State Farm agencies who bring to life the mission of helping people manage the risks of everyday life, recover from the unexpected and realize their dreams. Kristyn also leads the company's brand and marketing efforts, connecting the power of Like a Good Neighbor State Farm is There to consumers and communities across America. Kristyn also oversees the Life & Annuity, Health, and Investment Planning Services lines of business for State Farm, which helps customers protect, then invest® for their future. Kristyn is focused on achieving company growth priorities by enhancing consumer interactions and leveraging cutting-edge technology across the customer journey while delivering exceptional service and satisfaction. A Fortune 50 company, State Farm has over 90 million policies and accounts in force. It is the largest U.S. auto and homeowners insurer and has a robust financial services portfolio. Before stepping into this role in January 2023, Kristyn served as Senior Vice President of Agency & Marketing and was responsible for marketing and branding and corporate strategy for the company's independent contractor agent model. While in that role, she led the State Farm award-winning marketing rebrand that leveraged iconic brand assets and reintroduced "Jake from State Farm". She also executed significant initiatives to position the company's agency distribution model for continued success in an ever changing and dynamic marketplace. Kristyn has spent her career delivering outcomes with the consumer at the center, bolstered by enhanced digital capabilities. Kristyn began her 25-year career at State Farm in marketing and sales, before becoming a State Farm agent in Chicago, IL. She returned to corporate to hold leadership positions of increased responsibility, including Vice President Agency – Sales in the west central U.S. and Area Vice President with responsibility for over the southeastern U.S. Kristyn is a proud alumna of the Syracuse University NCAA Women's Basketball team and was awarded the Letterwinner of Distinction, the highest honor bestowed upon a former student-athlete. She holds a bachelor's degree in policy studies and earned a master's degree in public administration (MPA) from the Syracuse Maxwell School of Citizenship and Public Affairs. She is a graduate of the General Management Program at the Harvard University School of Business and was named Class Speaker, the first American female in the program's history. She holds the Chartered Life Underwriter (CLU) designation. In addition to her leadership responsibilities at State Farm, Kristyn is involved in various community-based initiatives to foster the Good Neighbor spirit. She and her husband, Daniel, reside in Bloomington, IL.