



Kelli Eddy is the Chief Operating Officer for the Life and Wealth Companies at Farm Bureau Financial Services. The Companies offer a broad range of solutions to Farm Bureau Property and Casualty Companies across a 15-state footprint. Providing life and wealth solutions to our exclusive Property and Casualty agents optimizes their value proposition and solidifies the already deep relationship they have with their customers. Over the past several years she has been instrumental in defining and leading the strategic direction for both companies. Strategy development and leading transformational change are two key strengths of Kelli's. She helps leaders (external and internal) recognize their impact when they choose to fully invest in their company's journey. She encourages leaders and employees to lean in, be curious, and ponder/anticipate tomorrow because companies must be willing to disrupt themselves to remain relevant. Leaders must be willing to get comfortable being uncomfortable to lead through disruption. She also coaches leaders in balancing the "future opportunities thinking" with "thinking similarly" i.e., what risks and threats will exist tomorrow?

Before joining Farm Bureau Financial Services, Kelli Eddy led Individual Life New Business Operations, Underwriting Operations, Risk and Strategy at Voya. Kelli has worked in the field as an advisor, and as an Investor Services Sales VP, which helped her understand the needs of the advisor and their clients. Kelli has a degree in Finance with an emphasis in Computer Science and Mathematics from the University of Montana. She believes every challenge is an opportunity and there is a solution. Some take a little longer to find than others. She has a great understanding and appreciation for what it takes to truly make a difference. One of her favorite sayings is "the future isn't here, let's create it!" Kelli lives in West Des Moines, IA with her husband. She loves the outdoors and the opportunity to explore where some may not choose to go.... much like she does in business.