



Eric Martin

Chief Financial Officer
United Fire Group

Eric Martin began his role as Chief Financial Officer of United Fire Group in 2022.

Prior to joining United Fire Group, Martin worked for 20+ years with Aegon, Transamerica's Netherlands-based parent organization. His most recent role was as the head of enterprise transformation for Transamerica from 2020 to 2022. He served as the chief operating officer of Transamerica's individual solutions business unit from 2019 to 2020 and the senior vice president and head of finance at Transamerica 2016 to 2019. Prior to this, Martin held various leadership roles in the company's finance team.

Martin spent eight years at the accounting firm Ernst & Young. Martin graduated in 1993 from the University of Iowa, where he earned a BBA in accounting. From 2008 to 2014, he served on the University of Iowa Tippie College of Business' Professional Accounting Council.

Martin's wife, Andrea, is also a graduate of the University of Iowa. They reside in Marion, Iowa, and have three children that are all currently enrolled at the University of Iowa.