

SBLI Welcomes Former Haven Life CEO and Co-Founder Yaron Ben-Zvi to Board of Directors

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Entrepreneur and executive's expertise in financial services and technology will help life insurer innovate and expand offerings

WOBURN, Mass.--(BUSINESS WIRE)-- SBLI (The Savings Bank Mutual Life Insurance Company of Massachusetts) is pleased to announce the appointment of Yaron Ben-Zvi to its Board of Directors. Ben-Zvi brings a wealth of experience in financial services, technology, and innovation, which aligns perfectly with SBLI's mission to provide simple, affordable life insurance solutions to individuals and families across the United States.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20240911424195/en/>

Yaron Ben-Zvi has been appointed to the Board of Directors of SBLI (The Savings Bank Mutual Life Insurance Company of Massachusetts). (Photo: Business Wire)

A seasoned entrepreneur and executive with a proven track record in leading and scaling

companies in the financial technology sector, Ben-Zvi is currently the general manager and COO of Surety at Tinubu, the global insurance software development firm. Previously, Ben-Zvi was the co-founder and CEO of Haven Life, the groundbreaking life insurance company backed by MassMutual, where he played a pivotal role in transforming the life insurance landscape by leveraging technology to offer a seamless and customer-centric experience.

"Yaron's deep expertise in financial services and his passion for leveraging technology to deliver experiences that consumers love make him an excellent addition to our board," said Jim Morgan, president and chief executive

officer of SBLI. "We are confident that his insights and leadership will contribute significantly to SBLI's ongoing efforts to innovate and expand our offerings while maintaining our commitment to providing reliable and affordable life insurance solutions."

In addition to his entrepreneurial achievements, Ben-Zvi has held leadership positions at several other financial institutions and technology companies, where he has consistently driven growth and innovation. His forward-thinking approach will be invaluable as SBLI continues to navigate the evolving insurance landscape and seeks to better serve its policyholders.

"I am honored to join SBLI's Board of Directors at such a dynamic time for the company and the industry," said Ben-Zvi. "I look forward to working with my fellow board members and the executive team to help guide SBLI's strategic initiatives and to contribute to the company's continued success."

About SBLI

SBLI (The Savings Bank Mutual Life Insurance Company of Massachusetts) has specialized in providing simple and affordable life insurance solutions for more than 115 years. Whether it be term life, whole life, or a plan that combines the two, SBLI offers dependable protection at a fair price.

For more information about SBLI, visit **SBLI.com**.

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