

Maria Ferrante-Schepis Appointed to BetterLife® Board of Directors



Madison, WI, September 23rd, 2021 – The BetterLife Board of Directors has appointed Maria Ferrante-Schepis as a director on the board to replace Tom Johnson upon his retirement. She will assume this role on January 1, 2022.

BetterLife Board Chair Dan Shinnick says, “The BetterLife Board of Directors casted a wide net in the extensive search for a new director. We are excited about the broad insurance industry and marketing expertise that Maria will bring to our board.”

Ferrante-Schepis holds a Bachelor of Business Administration in Marketing and a Master of Business Administration in Management from Hofstra University. She is president of Maddock Douglas, Inc., a consultancy specializing in positioning insurance and financial brands for the future. She is an insurance industry thought leader and co-author of Amazon’s best-seller Flirting With the Uninterested: Innovating in a “Sold Not Bought” Category. She has 30+ years of industry service including executive roles in marketing, consulting roles in innovation, and insurance company board experience. She also serves on the board of advisors for four Fintech/Insurtech startups.

Ferrante-Schepis and her husband Jim are active volunteers in their community. They bring their business acumen to help organizations like Feeding America, Make-A-Wish, their local parish, and Kids Around the World.

About BetterLife

Founded in 1897, BetterLife is a different kind of life insurance company. BetterLife is member-owned and offers reliable protection, friendly service, and knowledgeable guidance, all with you and your loved ones in mind. We are passionate about making a difference in our communities. Our mission is to help our members protect their families’ financial futures, build better lives, and better their communities.

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