

Sharon A. Francz



Professional Lines Marketing Manager

Sharon has more than 20 years experience as a Marketing Manager. She is currently responsible for the overall corporate marketing initiatives at Insurance Partners and specifically the Professional Liability programs. She is also licensed to sell Property, Casualty, Accident, Life & Health insurance in Ohio and Michigan for both Personal and Commercial lines of business.

She says, "Having worked in corporate marketing for various industries including government, healthcare, commercial real estate, schools, manufacturing and small businesses has given me a broad perspective of customer needs from the other side of the fence. I can bring that perspective to the insurance industry and develop creative solutions for our clients at Insurance Partners. Coupled with my knowledge of many carrier programs and products, this gives our clients a distinct advantage in the marketplace."

Sharon started her professional career in 1987 and has spent several years transitioning into the insurance field. Her marketing career included long term positions with Fortune 500 companies such as Rockwell Automation and FirstEnergy Corporation, providing her the opportunity to work on programs for a variety of customers across the Commercial and Industrial segments. Her major areas of expertise include product development, implementation of marketing plans and overall project management.

In 1987, Sharon earned her undergraduate degrees in Advertising and Marketing from Michigan State University in East Lansing, Michigan. In 1999, she received a Project Management Excellence Award from Baldwin-Wallace College in Berea, Ohio for her work with FirstEnergy Corporation Promotional Programs. She returned to school in 2000 for her MBA in eCommerce from the University of Phoenix in Independence, Ohio.

Sharon is involved with the National Association for Female Executives; Sales and Marketing Executives of Cleveland; Zeta Tau Alpha Alumni-Akron Chapter; and holds a board position on the Northeast Ohio Chapter of the Michigan State University Alumni Association. Her community involvement includes working with her church and helping fire departments apply for grant funding. She has two sons Connor and Garrett. In her free time, she enjoys participating in and watching a wide variety of sporting events.

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