

PROFILE

Ms. Usha Sangwan

Executive Director (Direct Marketing)

Mrs. Usha Sangwan, Executive Director of Life Insurance Corporation of India had joined LIC in 1981 as a Direct Recruit Officer. She holds a Master's Degree in Economics, Licentiate from Insurance Institute of India, and a Post Graduate Diploma in Human Resource Management.

In LIC she has worked in almost all core areas of life Insurance including Marketing, Operations, Personnel, Housing Finance, Group Business, Direct Marketing and International Operations. She has held various important positions such as Divisional Manager (I/C)-Delhi, General Manager (Marketing)-LIC Housing Finance, and Executive Director, Direct Marketing and International Operations.

She has attended various prestigious training programmes in India and abroad. Prominent among them being at ISB-Hyderabad, IIM-Lucknow and Asian Institute of Management Philippines.

Presently she is Executive Director, Direct Marketing . Direct Marketing is a new initiative of LIC of India. The initiative was conceptualized and executed by her right from scratch. Today the Channel takes pride in very high productivity, high ticket size and technology driven processes. She is a firm believer that use of IT in marketing will take marketing to new levels.

She pioneered LIC's presence on Social Media. Today LIC has a fan base of over 6 lac on face book. Leveraging internet and mobile connectivity she introduced Lead Management System in LIC which is customized under her leadership and has evolved as one of the most versatile systems. She has also introduced 'Online sale of Policies in LIC'.

She has been awarded 'Women Leadership Award in BFSI sector by Institute of Public Enterprise.