Covered Appoints Dan Bos as CRO to Accelerate Market Growth

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DENVER, August 11, 2025 ? Covered Insurance, a leading embedded insurance platform that is transforming how insurance is delivered and experienced, today announced the appointment of Dan Bos, MS, MA, DBA, as its new Chief Revenue Officer (CRO). Bos brings more than 20 years of executive leadership experience in SaaS, fintech, and mortgage sectors. He joins Covered Insurance during a pivotal time in the company?s growth.As CRO, Bos will lead all revenue-generating functions including sales, marketing, partnerships, and customer success. His focus will be on scaling go-to-market strategies, strengthening client engagement, and driving long-term growth centered on customer value.

?We are excited to welcome Dan to the Covered Insurance leadership team,? said Ross Diedrich, CEO and co-founder of Covered Insurance. ?His deep expertise in mortgage SaaS and fintech, along with a strong record of scaling organizations, makes him the ideal leader for our next phase. Dan believes in our mission to make insurance a smarter and more seamless part of the financial journey.?

Before joining Covered Insurance, Bos held leadership roles at Aidium, Jungo, and Formula Funding. In these positions, he led high-performing teams, formed strategic partnerships, and increased revenue through

innovation and customer-focused strategies. Most recently, he served as president of Aidium, where he oversaw all operations and helped secure a $19 million Series A funding round.

?After years in the mortgage technology space, I am excited to step into a role that sits at the intersection of insurance and fintech,? said Bos. ?Covered Insurance is building a marketplace that simplifies insurance through personalization and embedded experiences. I look forward to contributing to a platform that adds real value for lenders, borrowers, and financial institutions alike.?

Bos?s appointment supports the company's broader strategy to expand its reach across the lending, banking, and fintech industries. Covered Insurance remains committed to delivering simple and integrated insurance experiences that align with the digital customer journey.

About Covered Insurance

Covered Insurance is a digital insurance marketplace designed to help lenders improve the borrower experience while unlocking new sources of revenue. The platform uses flexible APIs, automation, and a trusted network of top-rated carriers to enable financial institutions to offer personalized insurance directly within their systems. Recognized by HousingWire as a Top Tech100 company, Covered Insurance helps partners close loans more efficiently, increase borrower retention, and deliver a seamless insurance process from application through closing.To learn more, visit itscovered.com.

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For more information about Covered, contact the company here:CoveredGreg Kassardjiangkassardjian@itscovered.com

Covered

Covered Insurance is a digital insurance marketplace that helps lenders, servicers, and fintechs embed personalized insurance offers into their platforms.

Website: https://itscovered.com

Email: gkassardjian@itscovered.com