

Covered Appoints Jerry Halbrook as President and Chief Operating Officer

September 29, 2025

Denver, Colorado - September 29, 2025 -
Covered Insurance, a digital insurance marketplace specializing in embedded insurance solutions, today announced the appointment of Jerry Halbrook as President and Chief Operating Officer. The appointment strengthens the company's executive leadership as it continues to expand its platform that enables financial institutions to integrate insurance offerings directly into their customer experiences.

Halbrook brings more than four decades of executive leadership experience across mortgage lending, banking, and fintech sectors to his new role at Covered. His extensive background includes senior executive positions at Deloitte & Touche, Prudential Home Mortgage, Bank of America, and Black Knight, where he served as President. He co-founded Nexstar Financial and most recently held the position of Chief Mortgage Innovation Officer at PennyMac.

The appointment comes as the embedded insurance market experiences significant growth, with projections indicating expansion from $210.9 billion in 2025 to $950.59 billion by 2030. Covered's platform addresses this

growing market by providing financial institutions with the technology to seamlessly integrate insurance products into their existing customer journeys.

"Jerry brings the rare combination of strategic execution, technological innovation, and people-centered leadership that will accelerate our growth trajectory," said Greg Kassardjian, speaking on behalf of Covered. "His proven track record of transforming organizations through pragmatic execution and culture-first leadership aligns perfectly with our mission to empower financial wellbeing through seamless, tech-enabled insurance solutions."

Halbrook's operational expertise includes implementing values-driven performance initiatives that have achieved top-decile culture and performance rankings within 18 months at previous organizations. His experience scaling operations and building sustainable growth models positions him to lead Covered embedded insurance through its next phase of expansion.

The company's embedded insurance platform differentiates itself by offering integrated experiences where bindable insurance quotes are presented to customers within their existing buying journey, rather than redirecting them to third-party sites. This approach addresses common misconceptions about embedded insurance while focusing on genuine customer needs at relevant moments in the financial services process.

Halbrook's appointment follows the recent addition of Chief Revenue Officer Dan Bos, signaling Covered's intensified focus on revenue growth and operational excellence. His leadership will strengthen operational execution across departments while enabling the CEO to concentrate on strategic partnerships and topline initiatives.

Covered Insurance is a digital insurance marketplace that helps lenders enhance borrower experiences and unlock new revenue streams. The company's platform features flexible APIs, advanced automation, and a network of insurance carriers that enable financial institutions to embed personalized insurance offers directly into their platforms. Recognized by HousingWire as a Top Tech100 company, Covered transforms insurance into a strategic value-add that drives customer loyalty, improves close rates, and maintains borrower engagement throughout the financial services journey.

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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

