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Tricia Kinley named executive director of Insurance Alliance of Michigan

*Pete Kuhnmuench appreciated for his 14 years of dedicated
service to Michigan's insurance industry*

LANSING – The **Insurance Alliance of Michigan** (IAM) announced today that **Tricia Kinley** has been named executive director of the organization, the leading voice of the insurance industry in Michigan representing dozens of companies and tens of thousands of employees.

“Tricia Kinley has the passion, leadership skills, expertise and relationships to build on the success of IAM, and take our Association to the next level,” said IAM Board Chairman **Eric Musser**. “Tricia’s work at the highest levels of business, government and advocacy make her the ideal person to lead our Association forward to promote a strong business climate for property/casualty insurers and a healthy marketplace for consumers.”

Kinley most recently served as former Gov. Rick Snyder’s External Affairs Director, facilitating support for the Governor’s agenda, coordinating outreach efforts throughout the state and ensuring stakeholders had a connection to the Governor’s office. Prior to that, she was Senior Director of Tax and Regulatory Reform for the Michigan Chamber of Commerce.

Kinley replaces **Pete Kuhnmuench**, who served as executive director of the Insurance Institute of Michigan, which is now IAM, since 2004.

“The insurance industry has a huge positive economic impact in Michigan, providing critical products and services, tens of thousands of good-paying jobs, attracting talent and investing in local communities across the state,” Kinley said. “I’m excited to get to work to help make sure this vital industry has a strong voice in Lansing and beyond.”

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IAM is a government affairs and public information association that represents the majority of auto, home and business insurance companies and related organizations operating in Michigan.