



Suly Salazar-Layton
Director, Thought Leadership
Genworth

As Director of Thought Leadership, Suly Salazar-Layton has developed innovative producer and consumer marketing campaigns and materials to change the paradigm around insurance products. In this role, she is responsible for Genworth's Practice Management program and key educational consumer long term care marketing programs, Beyond Dollars and Living Long Term. Through the Practice Management program, thousands of financials professionals have learned tools and strategies that have helped them serve consumers better while taking their businesses to the next level and increasing their profitability.

Helping women become more confident around their financial planning and security led Suly to develop Genworth's Connecting with Women and Couples program. This program is designed to help financial professionals include women in the financial conversation and more effectively communicate and support them. It also helps women in the financial services industry understand some of the skills and tactics that can improve their success.

Prior to joining Genworth, Suly worked with GE Capital for 10 years where she was responsible for improving the processes, performance and profitability of various business centers. As International Operations leader, she worked on due diligence and integration in South America, Europe, Asia and Australia. Suly served as the first Quality Leader for the GE Capital Global Consumer Finance business with locations in over 20 countries. She introduced a new financial product in Australia and built the business to support it.

As a native of Colombia and the co-lead for the Genworth Hispanic Forum, Suly believes passionately in helping advance the Hispanic community at Genworth and in Richmond. She is a graduate of Yale University and is the Alumni School Committee Director for the Yale Club of Richmond.

She has been quoted in the New York Times, AM Best, NAFA and other industry publications and is a regular presenter for top financial professional conferences.