

BUSINESS INSURANCE®

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WOMEN TO WATCH 2020

The *Business Insurance* Women to Watch awards program highlights the achievements of female leaders in the insurance sector to celebrate their success and promote gender diversity in the industry.

Now in its 15th year, the program has recognized hundreds of insurance and risk management professionals who had made their mark and were set to go on to even greater accomplishments.

The 2020 Women to Watch were selected through a rigorous nomination process. Beginning in June, we sought nominations detailing information on nominees' expertise, leadership qualities and achievements. We received about 400 nominations, all of which were reviewed by *Business Insurance* editorial staff. Finalists were selected after two rounds of judging. After we reviewed the nominations, read written references and spoke with other references, we named 20 winners from Europe, the Middle East and Africa and 30 from North America and the rest of the world.

Gavin Souter, editor

Johnte' Archer

PRESIDENT AND CEO

J. Archer Insurance Group/Archer Commercial Insurance Group
Houston
Age: 43

Johnte' Archer began her career representing children in foster care. The Pepperdine Law School graduate knew the challenges these children face firsthand, having grown up in a tumultuous household in Houston.

But after seeing the heartbreaking situations every day, she chose to concentrate on creating a successful business to enable her to help these children in a different way. After looking over contracts for a friend who was considering going into insurance, she "fell in love with the business model" and started an agency in 2009.

Mrs. Archer built her business from a one-woman shop into an agency of about 25 people, drawing on the advice and experience of successful businessmen and women in her community.

"Through those mentor relationships in other businesses, I was able to learn

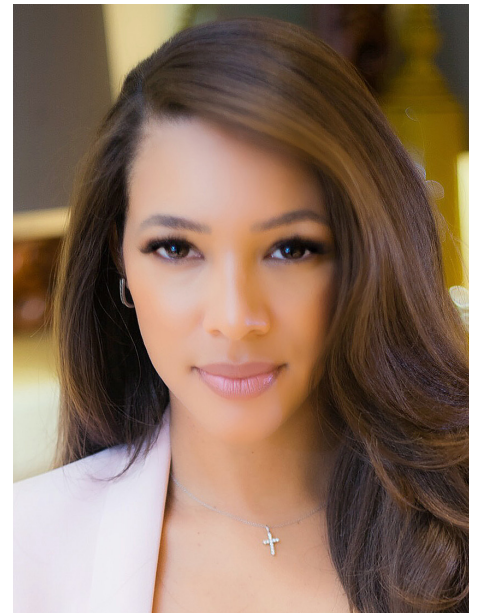
how to partner strategically very early on," she said. "We didn't have the luxury of taking a client for granted. We had to provide service at the highest level every single time."

Client Michelle Garrison, chief financial officer of medical billing company Getix-Health LLC, said Mrs. Archer's responsiveness to her clients is part of what makes her so successful.

"She's also very innovative," she said. "She's very personable and willing to help."

The trek hasn't been easy, Mrs. Archer said, describing situations where business associates at larger brokerage firms failed to take her seriously because she is a woman of color.

"It took a long time for me to be welcomed at some of the tables, and I had to prove myself over and over again that I was capable, that our team had the experience,"



she said.

Mrs. Archer now helps young girls prove themselves through her charity, She Is A CEO. The nonprofit is dedicated to helping middle school-aged girls in underserved areas build self-esteem and learn about entrepreneurship. She also holds quarterly seminars to help empower women in business.

"That's a huge part of who I am," she said.
Angela Childers