



Gaylan Hendricks, CEO and Founder

Gaylan is the inspirational leader of the team at Senior Security Benefits, Inc. and Insurance Marketing Group. She is known for her bright, warm personality and brings energy and passion into everything she does. Known as a dynamic trainer and motivational speaker, Gaylan also excels in designing scripts for sales lead generation. She has held her health and life insurance license since 1987 and serves on the advisory councils for Manhattan Life Insurance Company, Aetna, and Cigna. Along with her role as CEO, she is involved in community service and enjoys spending time with her husband Dan, children, and grandchildren as well as traveling.

Senior Security Benefits, Inc. & Insurance Marketing Group

Founded in 2000 by Gaylan Hendricks, Senior Security Benefits, Inc. and Insurance Marketing Group, are leaders in both retail direct-to-consumer sales and independent brokerage distribution in the health and life insurance markets. Serving as CEO, she is heavily involved in product design and the day-to-day operations of the company. Gaylan has held nearly every position in the life and health areas from personal sales to management including areas of compliance, underwriting, etc. This experience enables her to design products that are both strong sales performers and very profitable for the carrier partners.

In 2010, Gaylan used her knowledge of the tele-sales industry to design and build a new direct-to-consumer sales division. That division of the company grew by 750% in 2013. The momentum continued when Gaylan's team motivational skills drove the direct-to-consumer team to its first \$1 million sales week at the end of 2014.

At the beginning of 2020, Gaylan launched Queen of the Bundle as her platform for coaching others in the industry to help them take care of their clients so they will be clients for life. She has gained a loyal following and conducts training in cross-selling insurance products with techniques she calls "30-60-90" and "Spouse in the House."

National Group Underwriters, Inc.

From 1991 to 2003, Gaylan served in the roles of President, Chief Operations Officer, Chief Marketing Officer and Vice-President of Commission Accounting. She maintained carrier relationships and was responsible for developing multiple sales lead programs that resulted in the company growing from approximately \$2 million in production to well over \$100 million. She was a top personal producer and held a record for most cancer premiums sold in a week. Gaylan maintained all the operations and marketing of the company. While holding this role in 2001, she assisted in establishing the Medicare supplement team who went onto be one of Mutual of Omaha's largest producing FMO's.

Future Benefits of America Medical Protection Service, Inc.

During the period of 1985 to 1991, Gaylan filled the roles of Chief Marketing Officer and Vice-President of Operations. She maintained all marketing, headed lead development for sales and was responsible for daily operations.

Community Service

Gaylan has served as a board member of the American Heart Association for 3 years and as the Go Red for Women Luncheon Chair and Open Your Heart Chair for 4 years. At Ronald McDonald House, she serves on the board and executive council, is the Chair of Marketing and Development, and has served as the Roadhouse event chair for 2 years. Other organizations she currently serves are Hope Fort Worth, Fundamental Legacy, and Polished Ministries. She has been an active member of High Ridge Church for 7 years and has served on various boards and committees at this church and previous churches.

