



Dexter Johnson is currently the Head of Direct Sales for Farmers Insurance where he has worked for the past 16 years. Over the past five years he has held several leadership positions in Direct Sales and Service Operations. In these roles Mr. Johnson has driven significant increases in sales revenue, customer experience, employee engagement and contact center operating performance. He has achieved this through scaled innovations in Sales and Service Delivery, Analytics, Artificial Intelligence, Automation, Knowledge Management, Change Management, Design Experimentation and Diversity and Inclusion. Prior to this Mr. Johnson was the Farmers Head of Enterprise Customer Experience leading efforts that transformed how Farmers engages with their customers. He led the development of a strong customer centric culture at Farmers and achieved double digit improvement across all key customer experience measures. Mr. Johnson spent his first eight years at Farmers Insurance in various product management and general management roles. Prior to joining Farmers, Mr. Johnson was a management consultant with McKinsey & Co, USA. He holds a PhD in Engineering from the University of Cambridge, UK and a Bachelor of Engineering in Aeronautics and Astronautics from Southampton University, UK. Dexter lives in Scottsdale, AZ with his wife Anne and French Bulldog Henry where they enjoy hiking, the arts and travel.