



AmTrust Appoints Bruce Shuman as Chief Marketing Officer

May 6, 2025 – AmTrust Financial Services, Inc., (“AmTrust” or the “Company”), a global specialty property casualty insurer, today announced the appointment of Bruce Shuman as Chief Marketing Officer (CMO) of AmTrust. In this role, Bruce will lead AmTrust’s marketing strategy and team to enhance brand equity and market presence in support of multiline sales and distribution growth as well as policy retention.

“We are extremely pleased to welcome Bruce and his depth of marketing expertise and understanding of the growing needs of agents and insureds, particularly small business owners,” said Chaya Cooperberg, Chief People and Communications Officer for AmTrust. “Delivering outstanding service, ease of use and a seamless customer experience across digital and other channels to support our agent partners and policyholders, in a rapidly evolving marketplace, are critical at AmTrust. Having Bruce join as CMO underscores AmTrust’s commitment to ensuring our brand and capabilities reflects these priorities.”

Shuman joins AmTrust with over 20 years of experience in insurance and financial services. Prior to AmTrust, he was with The Hartford where he led the strategy, design, and execution of digital initiatives and customer journeys across all lines of business as Chief Digital Officer. Shuman also held previous leadership roles at Travelers in commercial operations and eBusiness, and at GE Capital where he managed consumer-facing e-Commerce and mobile activities for their consumer finance business.

“I am excited to join the AmTrust team,” said Shuman. “AmTrust is an innovative, growing insurance carrier dedicated to providing world-class experiences to small businesses as well as customized risk solutions and services for partners and clients globally. I look forward to contributing to AmTrust’s broadening brand identity, capability delivery, and growth story. Together, we will drive AmTrust’s success and continue to deliver exceptional value to our customers.”

Shuman earned a bachelor’s degree from James Madison University and a Master of Business Administration with a concentration in marketing from the University of Connecticut School of Business. He will be based in AmTrust’s New York City office.

About AmTrust Financial Services, Inc.

AmTrust Financial Services, Inc., a multinational insurance holding company headquartered in New York, offers specialty property and casualty insurance products, including workers’ compensation, business owner’s policy (BOP), general liability and extended service and warranty coverage. For more information about AmTrust, visit <http://www.amtrustfinancial.com>.

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