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**Iris® Powered by Generali**  
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## **Paige L. Schaffer, CEO, Global Identity & Cyber Protection Services**

As CEO of Global Identity and Cyber Protection Services at Iris® Powered by Generali (the Company), Ms. Schaffer leads sales & marketing strategy and revenue growth initiatives, managing operations as well global expansion. Leveraging her subject matter expertise of 15+ years in identity & cyber protection and restoration services, particularly as they apply to B2B2C software-as-a-service, she was the visionary behind the behind the creation and evolution of Iris' innovative identity & cyber protection services. Under her guidance, Iris has secured multiple multimillion-dollar contracts with Fortune 500 companies, and Ms. Schaffer has directly sold new business and negotiated extended contract lengths, thereby maximizing revenue streams for the Company.

Generali is one of the largest insurance companies in the world and proudly owns Europ Assistance Holding, a global care company and parent to both Generali Global Assistance North America and Iris. Ms. Schaffer's almost 15 years of experience at the Company has provided her with significant domain experience in the insurance industry in addition to her identity protection expertise. Schaffer was directly involved in the underwriting process for Generali's identity theft insurance policy of up to \$1 million. As Generali is a global organization, she regularly liaises with customers, partners, and suppliers around the world, and is involved in transactions in a multitude of languages and currencies, with a key focus being the global expansion of the Identity & Cyber Protection business unit.

Schaffer began her tenure with the Company in 2007 as VP of Operations and Chief Service Officer. Inclusive of the Identity & Cyber Protection business, she also led North America Operations for both the emergent Travel Assistance business and the Medical Claims division, working with insurers, medical providers, and government contractors. Her responsibilities included managing a team of in-house doctors and nurses, case managers, logistics specialists, and claims examiners. Schaffer quickly saw the tremendous opportunity and exponential growth potential for Identity & Cyber Protection and was eager to bring protection and peace of mind to clients and their customer bases by harnessing the global footprint of Generali.

Prior to Iris, Ms. Schaffer served as Vice President, Client Service Solutions at ResortCom, where she directed client services and marketing for the organization's 400,000+ members. During her time there, she led the creation and enhancement of ResortCom's online solutions, which resulted in lucrative ancillary revenue streams, an ARDA award for marketing, and a CRM Magazine award for best use of CRM technology. Prior to this, Ms. Schaffer worked with two SaaS companies, SeeUThere Technologies and Point Marketing, where she held executive roles and was responsible for leading professional services initiatives,



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relationship management, recruiting, and the implementation of customer-facing solutions. Earlier in her career, Schaffer held senior leadership positions in the global corporate travel management and incentive and event travel management sectors with Rosenbluth and Maritz, Inc., where she managed business development, account management, finance, and IT, as well as global and domestic operations.

Ms. Schaffer has held multi-year board of directors' seats with the University of Texas at Austin Center for Identity and the Identity Theft Resource Center. She currently sits on the board of SentinelMED, a medical transport company. Ms. Schaffer is a member of the International Association of Privacy Professionals (IAPP) and a frequent panelist and moderator for IAPP webinars. She is a member of the Institute of Consumer Financial Education and American Marketing Association. She is a thought leader on identity theft protection, prevention, and victimization and frequently provides media commentary for insurance, financial, tech, loyalty, travel, and employee benefits trades, as well as for industry analysts. Ms. Schaffer also served on the Board of Examiners for the U.S. Department of Commerce for the Malcolm Baldrige Quality & Service Awards, the only national customer service award distributed by the President of the United States. Her passion for helping customers is evidenced by the 14 Stevie awards for customer service that Iris has received since 2013.

Ms. Schaffer leads the Company's executive team, is a Partner of Europ Assistance Global Group, and is a subject matter expert for Generali Group's global cyber policy workshops. She graduated from Southern Methodist University with a Bachelor of Arts in Psychology and Business and spent her first two collegiate years at the University of Texas at Austin. She proudly holds Identity Leadership Certification from the University of Texas at Austin Center for Identity and is Pragmatic Marketing VI certified.