



## News release

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For Immediate Release

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### **Bob Lund named CEO of workers' compensation insurer SFM**

MINNEAPOLIS—Bob Lund, vice president and general counsel of SFM Mutual Insurance Company since 1998, has been chosen as SFM's new president and chief executive officer, Board Chair Truman Jeffers announced today.

Lund succeeds Pat Johnson, who is retiring after 14 years as president and CEO. Lund takes office May 1.

SFM is the largest writer of workers' compensation insurance and services in Minnesota and a growing leader in Wisconsin.

"Workers' compensation is a highly specialized business for those who do it right. SFM has established a tradition of delivering timely, expert and effective service to our policyholders at a competitive price and at a long-term value that is unmatched in the industry. I hope to build on that tradition and to further enhance our relationships and shared resources with our agency partners in Minnesota and Wisconsin," Lund said.

Board Chair Jeffers said Lund was selected from a field of more than a dozen candidates from across the country.

"Bob is a bright, gifted leader with a keen understanding of the financial, regulatory and market environment of workers' compensation--attributes that will move the company forward in serving employers and injured employees," Jeffers said.

Lund, a key member of SFM's leadership team, has been instrumental in the company's growth in recent years, including reorganizing the company around multi-functional teams and customer segments. As leader of SFM's technical services, Lund has managed innovations in better understanding and controlling the costs of workers' compensation claims, including designing more effective medical cost-controls.

Lund represents the workers' compensation insurance industry in business organizations including the Minnesota Chamber of Commerce, where he has chaired the Labor Management Committee, and on numerous state panels including the Minnesota Insurance Guaranty Association board and Minnesota Department of Labor and Industry task forces.

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#### ***About SFM***

SFM, headquartered in Bloomington, Minn., is a customer-owned mutual insurance company providing Minnesota and Wisconsin employers with workers' compensation coverage. SFM offers workers' compensation insurance solutions for employers of all sizes, including claims and disability management, cost containment, legal assistance, and third-party administration. For more information, visit [www.sfmic.com](http://www.sfmic.com).

Biographical brief

## Bob Lund

### Past responsibilities at SFM

- Chief corporate counsel.
- Vice president, leading major support functions including human resources; claims and underwriting technical services for strategic business teams; medical cost management; loss prevention; special investigations; subrogation, and in-house law firm Lynn, Scharfenberg & Associates.



Bob Lund

### Industry and related activities

- Minnesota Insurance Guaranty Association, member.
- Minnesota Chamber of Commerce, Labor-Management Committee, former chair.
- Insurance Federation of Minnesota, Policy and Planning, Workers' Compensation, Finance, and General Counsel committees, member.
- Minnesota Department of Labor and Industry, Workers' Compensation Medical Cost Containment Task Force, former member.
- Minnesota Department of Labor and Industry, Data Driven Workers' Compensation System Task Force, member.
- Minnesota Supreme Court Client Security Fund Board, member.
- Hennepin County Conciliation Court judge, pro bono.
- Minneapolis Legal Aid, pro bono attorney.
- Speaker before business and other professional groups on workers' compensation topics including medical cost containment, legislative initiatives, professional ethics, fraud.

### Professional background

- Executive vice president, general counsel and senior risk manager, MidAmerica Bancorporation, St. Paul.
- Senior vice president and general counsel, American Bancorporation Inc., St. Paul.

### Personal

- Age: 52
- Residence: Plymouth, Minn.