



Top Women IN BUSINESS

Kellie Harrison, Jenniffer Breitenstein, & Julie Messer *OnPoint Warranty Solutions, LLC*

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The female leadership of OnPoint Warranty Solutions brings decades of valuable experience and unique abilities to the product service industry and their clients. Negotiating the sometimes insular, male-oriented businesses of product service delivery and insurance, CMO/COO Jenniffer Breitenstein, CCO Julie Messer, and Customer Service and Project Management Director Kellie Harrison bring an exceptional level of care for clients and their customers, just as they do for their own family, friends, colleagues, and communities.

OnPoint Warranty Solutions offers "global underwriting, extended warranties and service contracts, service fulfillment, technology and logistics" to "provide a complete and valuable brand experience that's designed to reduce risk, increase efficiency, improve our client's bottom lines, and create happy and loyal consumers for life." In fact, the team's primary focus is the consumer in order to deliver excellent customer service and subsequently drive revenue.

Having just launched their new business in Louisville in 2018, Jenniffer, Julie, and Kellie, are constantly involved with daily operational concerns while simultaneously looking to the future, seeking out and taking advantage of growth opportunities through marketing, sales, and driving brand awareness. They are inspired by their team of "Customer Avengers" and their consumer-driven company culture, so dedicated to problem-solving that they even incorporated a cape into their logo.

So the question naturally follows, how to balance a thriving business and their personal lives. Julie said it best, "Balance is in the eye of the beholder." One of the upsides to running a small business is the ability to create policies and select and adopt technologies to support real people and their families. Just as technology affects work/life balance, OnPoint fully acknowledges and understands its impact on customers, transforming the way they protect and secure service for consumer products and their service experiences expected to follow that purchase.