



Generali Global Assistance
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Paige L. Schaffer, President & COO, Identity & Digital Protection Services Global Unit

As President & COO of the Identity and Digital Protection Services Global Unit for Generali Global Assistance, Ms. Schaffer leads sales & marketing strategy and revenue growth initiatives, managing operations as well global expansion. Leveraging her subject matter expertise of ten years in identity protection and restoration services, particularly as they apply to B2B2C software-as-a-service, she was the visionary behind the creation and evolution of the Company's innovative Identity Protection services, and was integral in its launch of new, flexible technologies. Under her guidance, Generali Global Assistance 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 Ms. Schaffer's decade 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 Protection business unit.

Schaffer began her tenure with Generali Global Assistance in 2007 as VP of Operations and Chief Service Officer. In these roles, she 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 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 Generali Global Assistance, 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, relationship management, recruiting, and the implementation



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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 is a board member of both the Identity Theft Resource Center and the University of Texas at Austin Center for Identity. Additionally, she is a member of the International Association of Privacy Professionals and a frequent panelist and moderator for IAPP webinars. She is a member of the Medical Identity Fraud Alliance, Healthcare Information and Management Systems Society, Institute of Consumer Financial Education, Global Business Travel Association and American Marketing Association. She is a thought leader on identity theft protection, prevention and victimization and frequently provides media commentary for insurance, financial, travel and employee benefits trades as well as industry analysts. Ms. Schaffer also serves 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 six Stevie awards for customer service that Generali Global Assistance has received since 2013.

Ms. Schaffer is a member of the executive team of Generali Global Assistance North America, is a Partner of Europ Assistance Global Group and is a subject matter expert for Generali Group's global cyber policy workshops. She sits on the Board of Directors of SentinelMED, a medical transport company. She graduated from Southern Methodist University with a Bachelor of Arts in Psychology 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.