



Erika Williams

Vice President
National Sales Director

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Vice President, National Sales Manager – Life Distribution

Erika Williams is Vice President, National Sales Manager – Life Distribution at Protective, where she leads the company's life distribution strategy and sales organization. Since joining Protective in 2018, she has served in a variety of leadership, sales management, and account management roles, earning a reputation for building strong distribution partnerships and delivering results. With more than 20 years of experience spanning retail sales, wholesaling, account management, and executive leadership, Erika brings deep industry expertise and a practical understanding of the evolving life insurance marketplace. She resides in Madison, Wisconsin, with her husband and three children.

Chrissy Dunning

**VP, National Account
Management | Protective Life**

Strategic Partnership Leader | Distribution



Professional Bio

Chrissy Dunning is an accomplished sales executive with over two decades of experience in the financial services and insurance industry. She specializes in strategic account management, sales leadership, and business development, with a proven ability to align sales teams and operations leadership to drive growth in life and annuity products. Chrissy is recognized for her expertise in building strong partnerships, executing go-to-market strategies, and leveraging data-driven insights to expand distribution and increase market share. Throughout her career, she has led high-performing teams, negotiated key partnerships, and delivered record-breaking results while fostering collaboration and innovation across organizations.

Personal note: Beyond my professional achievements, I am passionate about fitness and family. I enjoy exercising and running with my two dogs and stay busy supporting my fabulous three children—Sam (13), Edie (10), and Porter (6)—in their various sports activities. My ability to balance a demanding career with an active family life reflects my commitment to leadership, perseverance, and personal growth. I am really looking forward to working with you!

Laura Skrzypinski

**National Account Manager |
Protective Life**

Strategic Partnership Leader | Distribution



I am excited to serve as your new Account Manager and continue building on the strong partnership foundation that Pete Chrisos established. While no one can truly replace Pete, I am committed to honoring his legacy through responsiveness, collaboration, care, and a continued focus on mutual success.

Professional Bio

Laura Skrzypinski is a National Account Manager with Protective Life, focused on strengthening strategic partnerships across the independent brokerage and financial services marketplace.

Prior to this role, Laura served as VP of Customer Onboarding and Field Technology, where she led teams focused on onboarding, digital new business solutions, platform support, and partner experience.

Her background gives her a strong understanding of distribution operations, underwriting workflows, technology solutions, and the needs of agents, partners, and customers.

Known for collaboration, clear communication, and follow-through, Laura is committed to helping partners achieve continued growth and mutual success.

In her new role, Laura looks forward to building on Protective's and Integrity's partnership, earning your trust, and continuing the legacy of dedication and partnership established by Pete Chrisos.

Personal note: I am looking forward to getting to know you and your team, understanding what matters most to your business, and continuing to build a relationship rooted in trust, partnership, and shared success. On a personal note, I live in Lake in the Hills, Illinois. I enjoy spending time with my family, visiting my sister in England, and am the proud mom of an amazing daughter who is starting college this fall.