Executive Profile - Marlene K. Chin



Marlene K. Chin

Assistant Vice President, Marketing, Communication & Brand Experience Investments and General Insurance

In November 2021, Marlene K. Chin was appointed Assistant Vice President, Marketing – Investments & General Insurance at Sagicor General Insurance Inc. With a strategic mandate encompassing regional brand equity and strategic marketing, Marlene brings a wealth of expertise to the role, having previously served as Assistant Vice President, Marketing, for Sagicor Life (Eastern Caribbean) and other key regional divisions. Her leadership has been pivotal in crafting and executing marketing strategies, earning accolades including the prestigious Sagicor Group Manager of the Year in 2013. In her current role in the Southern Caribbean, Marlene directs comprehensive marketing strategies for Sagicor General, Sagicor Asset Management, Sagicor Investments, and Sagicor Finance Inc., collaborating closely with executive leadership to enhance brand loyalty and market engagement. Her commitment to talent development and mentorship fosters a high-performance culture within her team. As a visionary leader, Marlene exemplifies the strategic marketing acumen necessary for steering Sagicor to future success and delivering exceptional value to clients and stakeholders.

Marlene holds a Higher Group Diploma in Law and a Postgraduate Diploma in Marketing, complemented by advanced certifications from Cornell University in Innovation Strategy and Executive Leadership. A seasoned strategist with over 21 years of industry experience, Marlene's proficiency lies in marketing management, corporate communications, and brand strategy, particularly in financial and retail sectors.

Previously, Marlene served as Group Account Director and held senior roles in Marketing, Advertising, and Strategic Branding at a leading advertising agency and subsequently at an international financial institution. Her governance experience extends to serving on various boards, contributing her expertise in corporate communication and brand development. Additionally, Marlene has been actively involved in community and charitable initiatives, demonstrating a commitment to enhancing corporate culture and social responsibility.