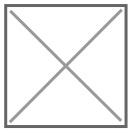
# Keith Higdon

## President, Customer & Market Operations, Enlyte



Keith Higdon is President of Customer and Market Operations for Enlyte, where he leads the company's customer and market-facing strategy, including casualty marketing, growth initiatives, brand positioning and strategic partnerships. He works closely with enterprise leadership to drive differentiation, strengthen client engagement, and accelerate profitable growth across Enlyte's casualty solutions.

A results-driven, customer-centric executive, Higdon brings more than 30 years of leadership experience across insurance, SaaS, and managed services organizations. He is widely recognized for integrating technology, analytics, and human capital to improve outcomes for clients while driving sustainable, data-informed growth.

Previously, Higdon was Chief Executive Officer and founder of Mission Underwriting Holdings, where he built a multi-program insurance platform reaching approximately $375 million in gross written premium. Higdon has also served as President of ESIS, a Chubb company, where he held full P&L responsibility for one of the largest third-party claims administrators.

Higdon is an active industry and academic contributor, having served as an advisor, mentor, and adjunct faculty member. He holds a Master of Information Technology and Management from the Illinois Institute of Technology, Chicago, and bachelor's degrees from Northern Illinois University, Dekalb.

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