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Susan Rider Takes the Wheel as NABIP President to Drive Bold Industry Transformation ***Racing Ahead: A Vision for Intentional Leadership, Innovation, and Inclusion***

(Miami, FL) — The National Association of Benefits and Insurance Professionals (NABIP) proudly announces the appointment of Susan Rider as its new President, effective today, during the 2025 Annual Convention held in Miami.

A longtime advocate, educator, and industry innovator, Susan brings a dynamic combination of purpose-driven leadership, deep technical knowledge, and unwavering commitment to professional development. Her presidency marks the beginning of a new chapter for NABIP, guided by the theme “Racing Ahead” — a call to action for brokers and benefits professionals to lead with boldness, clarity, and confidence.

“Susan has been a trailblazer within the association for more than two decades,” said NABIP CEO Jessica Brooks-Woods. “She has consistently broken new ground, from launching our first ACA certification course to leading with authenticity and championing inclusion. Her vision will move NABIP forward and help shape the future of our profession.”

From her early days volunteering at the hospital and working as a CNA and EMT while studying human resources, Susan’s non-traditional career path has been anchored in compassion, shaped by service, and driven by a passion for lifelong learning. Today, as Director of Compliance and HR Consulting at Human Capital Concepts, she continues to bridge regulatory expertise with real-world HR solutions, championing both compliance and care.

A former NABIP national media chair, DEI&B committee co-founder, and Young Agents Committee chair, Rider has led at every level of the organization. She holds numerous professional designations (MS, GBHR, REBC, ASF, CSFS, CDHC, PBC, CFAA), teaches DEI and HR courses at Purdue University, and is currently pursuing a law degree while managing a full-time career and family.

As President, Rider plans to expand leadership development opportunities, position NABIP as a trusted source for policymakers and media, and enhance governance through an inclusive, transparent approach. “It’s time to move forward boldly, intentionally, and prepared for what’s next,” said Rider. “Together, we will amplify our impact and welcome the next generation of healthcare champions.”

Susan Rider succeeds outgoing President Alycia Riedl, whose “Future Forward” theme inspired introspection, strategic growth, and a focus on mission alignment. Building on that foundation, Rider’s “Racing Ahead” approach emphasizes acceleration, innovation, and authentic leadership.

To learn more about Susan Rider’s background, vision, and ongoing initiatives, visit www.SusanRider.com.

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[NABIP](#) is the preeminent organization for health insurance and employee benefits professionals, working diligently to ensure all Americans have access to high-quality, affordable healthcare and related benefits. NABIP represents and provides professional development opportunities for more than 100,000 licensed health insurance agents, brokers, general agents, consultants and benefit professionals through more than 150 chapters across America.