

# Brenda Wells, Ph.D., CPCU, AAI, CRIS

Brenda Powell Wells holds both a Bachelor of Business Administration and a Ph.D. in Risk Management and Insurance from the University of Georgia. She holds the Chartered Property and Casualty Underwriter (CPCU), Accredited Advisor of Insurance (AAI) and Construction Risk Insurance Specialist (CRIS) designations.

Brenda has spent over 30 years studying and teaching risk management and insurance. She presently serves as the director of that program and is the Robert F. Bird Distinguished Professor of Risk Management and Insurance.

During her career she has taught numerous risk and insurance courses. She has also supervised countless internships and independent study projects. Brenda has a long history of forming, supporting, and mentoring student organizations and has a wide range of experience in public relations and fundraising. She is the founder of the Texas Risk and Insurance Professional Society (TRIPS), a non-profit entity that supports insurance education. She has a career fundraising total of well-over \$2 million.

Brenda has published articles in *Journal of Risk and Insurance*, *Journal of Insurance Regulation*, *Journal of Insurance Issues*, and others. Her current research interests include mass tort litigation in the pharmaceutical industry, the effect of marijuana legalization on the insurance industry, social media, cyber liability and how insurance education impacts public attitudes towards the insurance industry. Her publication in *Journal of Insurance Issues* on marijuana legalization and its impact on property-casualty insurance is considered the seminal paper in this field.

Outside of her duties in academia, Brenda serves as a private consultant and corporate trainer to the insurance and risk management industry. Her consulting firm—Risk Education Strategies--offers agency management consulting, social media consulting, custom seminar delivery, preparation of expert opinions and testimony, continuing education course delivery, agency valuation, risk management audits, and intellectual patent application review. More information about her firm can be found at [www.riskeditstrategies.com](http://www.riskeditstrategies.com)