

FOR IMMEDIATE RELEASE**MetLife's Claire M. Burns Joins the Chief Customer Officer Council**

Insurance industry executive joins exclusive organization of C-level customer officers

LITTLETON, MA, May 22, 2012: The [Chief Customer Officer \(CCO\) Council](#), the only member-led peer-advisory network offering insight and assistance into the critical issues facing CCOs – announced today that Claire M. Burns, Senior Vice President and Chief Customer Officer at [MetLife, Inc.](#), has joined the premier think tank for Customer-level business executives. There are fewer than 500 CCOs in the world, and now roughly five percent are members of the CCO Council.

MetLife, Inc. is a leading global provider of insurance, annuities and employee benefit programs, serving 90 million customers. In her previous position as the senior vice president and chief strategy officer for Alico, Burns played a lead role in the divestiture of Alico from AIG and the eventual sale of Alico to MetLife. She then served as the global leader for the integration of Alico into MetLife. Today, as MetLife's CCO, Burns is responsible for MetLife's customer centric strategy, leading the company's shift from a product orientation to an orientation toward customers. "MetLife is excited to be part of the CCO Council. We are deeply committed to our customers and building a customer-centered business model is a cornerstone of our strategy. I'm pleased to join leaders from industries across the globe in pursuit of best practices to better understand customers and meet their needs."

Curtis N. Bingham, founder and Executive Director of the Chief Customer Officer Council, said, "Claire's extensive background and achievements in strategy and execution will deepen these critical dimensions of the Council's knowledge and competency. I anticipate her contribution will enrich our discussions, benefiting all. I'm delighted to count Claire and MetLife among the members of the CCO Council."

About the Chief Customer Officer Council

The Chief Customer Officer Council was created to provide an environment where CCOs can share ideas, concerns, and build best practices that will help them avoid experimenting at customers' expense as they drive more profitable customer behavior, create powerful, customer-centric cultures, and drive sustainable business results. Members benefit from one-of-a-kind peer interaction, the annual CCO Summit, member roundtables, executive briefings, research and resources, and more. For more information on the Chief Customer Officer Council, visit www.ccocouncil.org, email info@ccocouncil.org or call 978/226-8681.

Media Contact

Christopher Benoit

christopher@ccocouncil.org

978/226-8681

###