

Gina Coleman

Chief Sales Officer*

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Gina Coleman is a dynamic leader who serves as Chief Sales Officer at MassMutual Great Lakes. She leads the sales department's strategy and development initiatives to drive recruiting, sales training, advisor recognition and retention. She is also an advisory board member for the firm's Collective Financial Group, an all-female financial services firm dedicated to serving the financial needs of women, while championing career opportunities for women in finance.

Gina has more than 25 years of experience in financial services, business, B2B, B2C sales and management roles. She is forward-thinking and successful at building relationships, cultivating partnerships, and driving brand awareness to increase revenue and market share. Gina is also a diversity and inclusion advocate, committed to developing thought leaders within MassMutual Great Lakes. She previously worked in the banking industry where she held the role of Senior VP, Client and Community Relations Director.

Gina is a graduate of Montclair State University and is licensed to offer life, health, disability and long-term care insurance and fixed annuities in Michigan, Alabama, Washington, DC, Delaware, Georgia, Illinois, Indiana, North Carolina, South Carolina, New Jersey, Nevada, New York, Ohio, Pennsylvania, Texas, and Tennessee.

Outside of work, she serves on the board of directors of Beyond Basics, Detroit Public Schools Foundation, Inforum, and Life Directions and is Vice-Chair of Junior Achievement of Southeast Michigan. In addition, Gina is a community advisory board member of Beaumont Hospital Royal Oak.

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