

Melissa Hendricks

Chief Marketing Officer



Melissa Hendricks is Verisk's chief marketing officer. Responsible for growth initiatives and generating client demand globally, she leads brand, digital, communications, events, and workplace experience—aligning these capabilities to deliver integrated experiences for stakeholders. She led the company's strategic and creative brand transformation, which redefined how it delivers lifetime client value, earned Verisk recognition as an innovative brand and an employer of choice, and established a culture of continuous, data-driven optimization.

Previously, Melissa led marketing and communications for Cerner Corporation, where as vice president she modernized the global marketing function and elevated the industry's largest conferences. Prior to that, Melissa held marketing, brand, and account management leadership roles in the consumer packaged goods and pharmaceutical industries.

Melissa has been recognized by Ragan PR Daily as a top woman in communications, and has led multiple teams to award-winning success, including Prism awards and MarCom awards. She speaks and moderates panels at national marketing and industry conferences.

She holds an MBA from Rockhurst University and a BA from the University of Missouri—Columbia.

An active volunteer in her community, Melissa serves on the Block School of Business Marketing Advisory Council at the University of Missouri—Kansas City.