

Kristin Rainey

Sales and Marketing Manager

South Carolina



Kristin Rainey is the Sales & Marketing Manager for South Carolina. In this role, she guides and executes the strategic growth in the state by working with PURE-appointed Brokers and Influencers throughout South Carolina. Kristin has over twenty-eight years of professional experience in the insurance market.

She began her career in 1993 as Sales and Marketing Manager for Rogers Benefit Group. Throughout the ten years she spent in the role, she specialized in providing brokers insight and guidance within employee benefits in North Carolina, South Carolina, and Georgia.

She went on to work as a Producer for an independent insurance agency for eight years before transitioning to the role of Underwriter and Program Administrator for High Net Worth Carriers. Here she discovered her passion for supporting brokers with their most successful clients, leading her to join PURE in 2020.

Kristin has a B.S. in Broadcast Journalism from Stephens College, Columbia, MO. She has completed her CSIR ELITE designation and holds brokers licenses for Property and Casualty as well as Life and Health. She is a Member of the Private Risk Management Association.

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