

Melissa Hide
Vice President, Marketing & Brand Development

Melissa Hide is responsible for the strategic marketing and brand development for FFVA Mutual. Her leadership style complements the company's reputation as an industry innovator with a focus on employee and customer relationships.

Ms. Hide has managed marketing and branding efforts for professional business to business services for more than 20 years. Since joining the company in 2013, she has been instrumental in the corporate rebrand transition which included a fresh logo redesign, an updated tagline and byline, creative content, the design and development of all marketing collateral, and responsive website redesign.

A Florida State University graduate, Ms. Hide is a member of the American Marketing Association and Insurance Marketing & Communications Association.