

# Cleve A Bellar

Chief Marketing Officer



As analytical as he is creative, Cleve is the rare brand strategist who's fluent in technology.

In junior high, Cleve formed his first electronic band, producing songs with computers, synthesizers and drum machines. He and his partner soon got good enough to perform in front of thousands, an experience that cemented Cleve's passion to connect with people via technology.

Later, Cleve detected a need to shake up the bank he joined right out of college and created something unheard of – the bank's first intranet – while learning about code, networking and enterprise systems on the fly. For the next two decades, he found himself with one foot in marketing and one foot in technology, advancing marketing organizations at business software maker Sage, LexisNexis Risk Solutions and Computer Associates.

At ValueInsured<sup>SM</sup>, Cleve leads all areas of marketing and is passionate about connecting with homebuyers, partners, and anyone else who will listen to him about a new way to get Americans into the homes they deserve. Recognizing consumers' millennial-minded expectations for clear and simple services, fair terms and control over the buying experience, Cleve creatively leverages technology to connect with modern homebuyers the way they want and in the places they prefer.

Although he'd never envisioned himself as an insurance guy, Cleve is passionate about bringing modern marketing to such a traditional space. "I didn't get hired because I was an insurance expert," says Cleve. "I got hired to connect with people about a product that's good for them, and I'm having the time of my life doing it."

As a lifelong athlete (he was one cut away from the "American Gladiator" reality show), he's focused on excellence in these endeavors and views setbacks simply as new challenges to solve.

Cleve earned a bachelor of science degree in business administration from the University of Texas at Dallas and an MBA in new product and brand management from Southern Methodist University.