



Craig Gilmore, entrepreneur, is a product of the Southside of Chicago and the Chicago Public School system.

He began his career in the Insurance and Financial Services industry more than 35 years ago.

After completing degrees at Illinois State University in 1973, he joined State Farm Insurance as an Auto Insurance Underwriter. He held various positions before joining State Farm's Human Resources Department in Bloomington, Illinois. Initially, Craig was a recruiter and benefits administrator. He soon progressed to positions in Employee Relations and Affirmative Action monitoring. In 1984, he was promoted to Human Resources Manager at State Farm's Houston, Texas facility.

In 1986, Craig returned to State Farm's corporate office in Bloomington to head its national recruiting staff. During this time, his most cherished experiences included coordinating recruiting efforts at Historically Black Colleges and Universities (HCBUs) and managing the company's Summer Minority Internship program- the gateway through which many promising college students of color were introduced to Corporate America.

In 1988, Craig decided to try his hand at sales. He opened an independent State Farm sales office in Hyde Park. After two very successful years, growing his client base from zero (0) to over a thousand (1000) policies, he was promoted to Sales Manager. Four years later, in 1995, Craig was promoted to Agency Field Executive responsible for leading the sales efforts of the company's forty -five (45) agent sales force on Chicago's Southside.

Craig was early to understand the value and opportunity presented by the exponential growth of African - American, Hispanic, and Asian populations. In 1998, he was asked to create and lead State Farm's very first statewide multicultural marketing department. He held this position until he was promoted to Director, Multi-cultural Markets for the Great Lakes Zone. In this position, he was responsible for multi-cultural marketing in Indiana, Michigan, and Illinois. The marketing efforts of Craig and his multi-state team increased State Farm's multi-cultural market share each year, often leading the enterprise in these critical growth markets. He pioneered a growth strategy that combined elements traditional and grass roots marketing with philanthropy and reputation management.

Craig is very active in his community having served on numerous boards including:

**100 Black Men of Chicago-Board Chair- 2012-2014**

**National African American Insurance Association- VP, Board of Directors-2011-2013**

**Cook County State's Attorney African-American Advisory Council -2010-2104**

**Neighborhood Housing Services of Chicago -V. P. Strategic Planning-2010-2013**

**Clear Channel Community Advisory Board -current**

**Chair of the Chicago Council on Urban Affairs - Board Chair 2007-2009**

**Real Men Cook for Charity-2008-2009**

A proud *Lifetime* member of the Bloomington, Illinois chapter of the NAACP, Craig received the chapter's highest honor, the *Roy Wilkins Award 2004*. Craig received the Chicago Urban League's Community Service Award in 2002. He is a 2004 recipient of *the Monarch Award* for public service presented by the Chicago Alumni chapter of the Alpha Kappa Alpha Sorority, Inc.

In 2007 Craig was named a member of the inaugural class of the Chicago Defender Newspaper's *Men of Excellence* and in 2009 he was honored by his fraternity, Alpha Phi Alpha Fraternity Inc., *as one of Seven Top Corporate Brothers*

In recent years he's been honored by various community and civic organizations for his efforts to improve the quality of life for Chicago's under-resourced populations.

In 2013, after forty years with State Farm, Craig retired to pursue various entrepreneurial opportunities.

He is a member of Alpha Phi Alpha Fraternity Inc, and 100 Black Men of Chicago.

Craig and his wife, Judy (also an insurance veteran and entrepreneur) live on Chicago's South side.