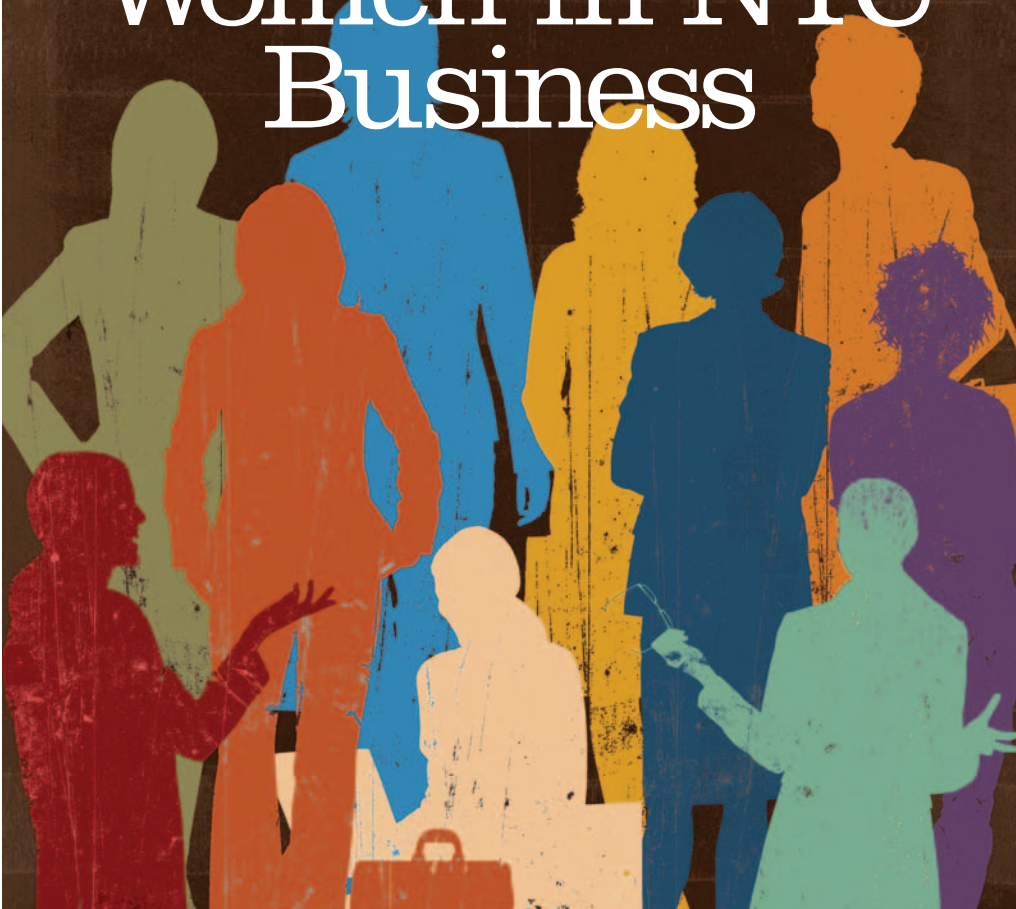


100

Most Influential Women in NYC Business



INSURING BLUE-COLLAR CONNECTION

Vikki Pryor
SBLI USA Mutual Life Insurance

VIKKI PRYOR has quietly and patiently remade SBLI USA Mutual Life Insurance Co. Once a New York-centric niche player, SBLI is now a leading financial services provider for America's working class.



Before Ms. Pryor, 53, stepped into the role of chief executive nine years ago, SBLI's products were sold only in New York banks. She launched training programs for all the company's employees, streamlined its offerings and kick-started Web operations. Now the company's products are sold in 49 states through banks, Web sites and walk-in customer centers, as well as over the phone. The company has nearly 400,000 policyholders, \$16.7 billion of insurance in force and \$1.5 billion in assets.

Ms. Pryor says she expanded the company's presence in order to revitalize its connection to blue-collar clients, the core of its customer base. "Our products are vitally important for the average person," she says. "We are always focused on how these programs reflect how these families live and work."

The executive's other obsession is education. Five years ago, Ms. Pryor—a former trial attorney with the U.S. Treasury—established the Promise Prize, a law school academic award, in memory of her grandmother.

Business colleagues say that her low-key personality belies her resolve. "Never mistake her quietness for a lack of strong feelings," says Robert Catell of Ms. Pryor, who served on his board when he was chief executive of KeySpan Corp.

—TOMMY FERNANDEZ

STEPHANIE DALTON COWAN