

Sara Bradshaw Ray, CIC
President
SynerDynamics Group LLC



Like many agency principals, wearing a variety of hats on a daily basis is not new to Sara. As a full time wife and mother of college-age twins, which she claims as her greatest accomplishment to date; Ms. Ray also has over 30 years in agency ownership and management. She is a licensed Property & Casualty, Life & Health independent agent and also maintains her Certified Insurance Counselor designation of tenured distinction. Her agency management experience is complimented by a background in company commercial underwriting which enables her to uniquely step into the shoes of her agency principal clients with empathetic eyes to help evaluate and manage their agency ownership challenges.

Not only does Ms. Ray bring a wealth of industry expertise, resources and knowledge to the table, her vast experience coupled with a keen sense of the dynamics of efficiency, and its impact on productivity uniquely suits her to meet a variety of operational, management, and marketing needs in agencies today.

The founder of SynerDynamics Group, Ms. Ray is also an executive coach and heads up the consulting firm which has come to be known as an “agency asset maximization resource” in the insurance industry today. Regardless of the economics or industry cycle, agencies today are looking to maximize the power of their dollar. A renowned speaker on the subject of agency efficiency, Ray advocates that capitalizing on the power of synergy result in maximized productivity adds strength to the agency dollar and ultimately a blacker bottom line.

With a lifelong passion for developing female leaders, Ms. Ray founded MyNetwork.ins which is a national mastermind group. Soon to be in its fifth season, MyNetwork provides leadership, management, personal and professional development, executive coaching, training and network facilitation both onsite in her home state of Oklahoma as well as on a virtual platform through the United States and Canada.

When not coaching female executives or helping agencies identify their organizational efficiency issues and tackling them head on, she’s an avid volunteer in her community, church and alumni affiliations, making her home in Stillwater, OK. While she’d love to be a better golfer, she’s happy with “good enough” when playing with friends and family. She’s always happy on a beautiful beach, a black diamond ski slope or even just a “mental vacation” in the tangled web of a good mystery novel.