



Sara Bradshaw Ray, CIC
President
SynerDynamics Group LLC

With over 30 years in agency ownership and management, complimented by a background in company commercial underwriting and cluster creation/management, Ms. Ray brings a wealth of industry experience 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.

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.

Regardless of the economics or industry cycle, agencies today are looking to maximize the power of their dollar. A renowned speaker on the agency efficiency subject, Ray advocates that capitalizing on the power of synergies result in maximized productivity adds strength to the agency dollar and ultimately a blacker bottom line.

When not helping agencies identify their organizational efficiency issues and tackling them head on, Ms. Ray is a full-time wife and mother of college-age twins, active in her community, church and makes her home in Stillwater, OK.