

NEWS RELEASE



For Immediate Release:

USBA® Appoints Victoria S. Diamond as New President/CEO

Overland Park, Kansas — **April 7, 2025**

The Uniformed Services Benefit Association® (USBA®) proudly announces the appointment of Victoria S. Diamond as its new President and Chief Executive Officer upon the retirement of Connie R. Markovich on 4 April 2025. With Diamond's long track record in financial leadership, anchored to her personal understanding of the needs of military personnel and their families, Diamond brings a wealth of experience to her new role.

"It is my honor to have Victoria lead this organization as I retire. She embodies the strong qualities and commitment to excellent service at the heart of our mission at USBA," said Markovich. "Victoria is a dedicated, hard worker; she has quickly earned the respect of our employees, our business partners, and our Board of Directors."

Having joined USBA in 2019, Diamond made an immediate impact on our organization's financial and accounting operations. As Vice President of Finance & Accounting and a member of senior management for four years, she has helped guide the Association alongside Markovich.

Victoria steps into this position with over a decade of finance and leadership experience across various industries, including life insurance, investment, government accounting, and government contracts.

Diamond, a military spouse for nearly 30 years, holds both a bachelor's degree in business and an MBA with a focus in accounting from Upper Iowa University. Her commitment to serving military and government personnel, National Guard and Reserve members, Veterans, and their families aligns with USBA's mission of supporting those who have served our nation.

Founded in 1959 to address the insurance needs of active-duty military personnel, USBA has been a pioneer in removing war clauses from its policies, ensuring comprehensive coverage for combat-related deaths.

Under Diamond's leadership, USBA will continue to uphold its legacy of excellence and commitment to the military community.

For more information about USBA and its services, visit USBA's official website at www.usba.com.

Headquartered in Overland Park, Kansas, The Uniformed Services Benefit Association® (USBA®) is a nonprofit Association that provides budget-friendly life insurance, health insurance supplemental programs and other products and services for military personnel, Federal employees, National Guard and Reserve members, Veterans and their families.

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