



**SONS of
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NEWS RELEASE

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Sons of Norway Appoints Pinkerton Chief Operating Officer

MINNEAPOLIS, Minn., Dec. 27, 2017 – For the first time in its 122-year history, Sons of Norway has hired a Chief Operating Officer. Christopher Pinkerton joined Sons of Norway last week and will direct operations that span the insurance, accounting and information technology areas of the company. Mr. Pinkerton will report to Sons of Norway Chief Executive Officer Eivind J. Heiberg.

“We are thrilled that Chris has joined Sons of Norway as our Chief Operating Officer,” said Heiberg. “His passion and experience for driving market share growth and brand exposure, along with a strong track record of implementing strategic initiatives within the insurance industry make Chris a great fit for Sons of Norway.”

Most recently Pinkerton served as managing director of Strategy to Market Consulting. From 2012-2014 he served as president and CEO of Savings Bank Life Insurance Co. of MA where he led the company to unparalleled growth in sales and profitability. Pinkerton previously served as the president and CEO of the U.S. Division of Foresters Financial, as well as president of the Variable Division of Allianz Life Insurance Company, Minneapolis.

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Sons of Norway, a financial services and international cultural organization headquartered in Minneapolis, began with shared values and a simple promise of financial security when like-minded people came together to protect their families, celebrate their culture and strengthen their community.

For more than 120 years, we've lived our mission to promote and preserve the heritage and culture of Norway, celebrate our relationships with other Nordic countries and provide quality insurance and financial products to our members. Now 50,000 members strong, we play an active role in communities throughout North America and Norway.