

Northwestern Mutual Appoints Beth Rodenhuis as Chief Operating Officer & Business Architect

MILWAUKEE, Aug. 12, 2025 /PRNewswire/ -- Northwestern Mutual, a leading financial services company providing comprehensive financial planning through insurance and investments, today announced Beth Rodenhuis will join the company as executive vice president – chief operating officer and business architect. In this role, Rodenhuis will be accountable for technology and digital strategy with oversight of strategic execution and prioritization of the company's strategy, platform and operating model design, technology health and enterprise architecture.

Rodenhuis will report to Northwestern Mutual Chairman, President and Chief Executive Officer Tim Gerend and join the company's senior leadership team.

"Beth's strong business acumen, leadership in financial services and deep understanding of Northwestern Mutual's business will be additive to the executive team as we collectively accelerate progress of our business strategy," said Gerend. "She brings demonstrated success in bringing together business and technology teams to improve the advisor and client experiences, which will be beneficial as we continue to provide financial security through trusted advisors and a comprehensive planning approach that brings together insurance and investments."

Rodenhuis, who has over a decade of prior experience at Northwestern Mutual, most recently served as senior vice president and head of global digital products and capabilities of Capital Group, a fund manager with more than \$3.0 trillion in equity and fixed income assets. From 2005 through 2019, she held multiple leadership roles at Northwestern Mutual in numerous capacities including internal audit, corporate planning, distribution strategy and finance and as chief transformation officer. During her time as chief transformation officer, she led enterprise-wide strategy and transformation, including increasing advisor capabilities through new processes, platforms and training.

She holds a Juris Doctor from Marquette University Law School and a bachelor's degree in economics and English from Northern Michigan University.

About Northwestern Mutual

Northwestern Mutual has been helping people and businesses achieve financial security for more than 165 years. Through a comprehensive planning approach, Northwestern Mutual combines the expertise of its [financial professionals](#) with a personalized digital experience and industry-leading products to help its clients plan for what's most important. With nearly \$700 billion of total assets¹ being managed across the company's institutional portfolio as well as retail investment client portfolios, more than \$38 billion in revenues, and \$2.4 trillion worth of life insurance protection in force, Northwestern Mutual delivers financial security to more than five million people with life, disability income and long-term care insurance, annuities, and brokerage and advisory services. Northwestern Mutual ranked 109 on the 2025 FORTUNE 500 and was recognized by FORTUNE® as one of the "World's Most Admired" life insurance companies in 2025.

Northwestern Mutual is the marketing name for The Northwestern Mutual Life Insurance Company (NM), Milwaukee, WI (life and disability insurance, annuities, and life insurance with long-term care benefits) and its subsidiaries. Subsidiaries include Northwestern Mutual Investment Services, LLC (NMIS) (investment brokerage services), broker-dealer, registered investment adviser, member FINRA and SIPC; the Northwestern Mutual Wealth Management Company® (NMWMC) (investment advisory and services), federal savings bank; and Northwestern Long Term Care Insurance Company (NLTC) (long-term care insurance). Not all Northwestern Mutual representatives are advisors. Only those representatives with "Advisor" in their title or who otherwise disclose their status as an advisor of NMWMC are credentialed as NMWMC representatives to provide investment advisory services.

¹ Includes investments and separate account assets of Northwestern Mutual as well as retail investment client assets held or managed by Northwestern Mutual.

SOURCE Northwestern Mutual

For further information: For further information, contact: mediarelations@northwesternmutual.com

Additional assets available online:  [Photos \(1\)](#)

<https://news.northwesternmutual.com/2025-08-12-Northwestern-Mutual-Appoints-Beth-Rodenhuis-as-Chief-Operating-Officer-Business-Architect>