

Gateway Financial Group, Inc.



Brooke George
Senior Case Design Manager

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Brooke joined the Gateway Financial team in January 2025, bringing over two decades of experience in life & health insurance, annuity markets, and medical underwriting. Her extensive and diverse career has equipped her with a deep understanding of the insurance industry, enabling her to craft innovative, results-driven estate planning solutions tailored to individual client needs and goals.

As a Senior Case Design Manager at Gateway Financial, Brooke plays a critical role in supporting the firm's success. Her responsibilities include conducting in-depth product design and analysis, developing sophisticated financial models, and creating high-impact proposals to support new business development. Additionally, she ensures that Gateway's product offerings are competitive, contemporary, and aligned with the unique needs of Gateway's diverse clientele. Brooke is a trusted partner in the new business underwriting process, overseeing the full lifecycle of new business opportunities from proposal to policy issuance. Her collaborative approach and dedication to excellence drive operational efficiency and enhance client outcomes.

Beyond her case management role, Brooke plays a key role in streamlining internal processes and implementing best practices to enhance Gateway's overall performance & efficiency. Her deep understanding of industry trends and regulatory frameworks allows her to proactively identify and mitigate potential risks, ensuring that Gateway's solutions are not only innovative and competitive but also compliant with evolving legal and financial standards.

Brooke is deeply committed to her community. Her dedication to enhance both existing and new parks earned her an appointment by the Mayor as the Recreation and Parks Board Member at Large. In the past, she engaged with various organizations and served on the boards of the Wildwood Missouri YMCA and the Missouri Association of Health Underwriters for the State of Missouri. She also served as an Ambassador for the West St. Louis County Chamber of Commerce.

Brooke resides in Clinton, NC, with her husband and two sons, Clark and Bishop. She enjoys spending time outdoors with her family and hopes to visit all the National Parks one day.

Education & Affiliations:

- Western Illinois University, Bachelor of Public Communication Human Relations
 - NCAA Division I Swimming and Diving
- University of Missouri – Columbia, Communications and Journalism
- Women In Insurance & Financial Services, Vice President
- Wildwood Missouri YMCA, Board Member
- Missouri State Association of Health Underwriters, Board Member
- FINRA Series 6 & 63 Registrations