



INSURANCE DIVERSITY TASK FORCE
CALIFORNIA DEPARTMENT OF INSURANCE



Robin Billups
Member, Insurance Diversity Task Force

Robin M. Billups is Director of Business Development/Corporate Relations with The Billups Group. The Billups Group is a multi-generational consulting practice focused in Business to Business, Business to Corporate & /Institutional prospecting and client engagement.

We develop and support solutions to meet your aspirational goals with existing and prospective clients. Our strategy encompasses discovery, assessment, business development, retention and engagement to meet strategic goals and innovative plans with measurable outcomes. As a value-added partner, we desire mutual success while learning and doing!

As Servant Leaders, The Billups Group is committed to social enterprise and economic empowerment for all communities.

Billups joined Women's Business Enterprise National Council (WBENC) in 2013 to lead WBENC's business development efforts in the Western Region. WBENC is the largest third-party certifier of women's business enterprises (WBEs) and woman owned small businesses (WOSBs) in the U.S. As a Business Development Team leader, Robin helped create and employ business development strategies focused on retention, engagement of existing corporate members, and attraction of new corporate member prospects. Collaborating with the WBENC Team, corporate partners and critical stakeholders, Robin assists WBENC corporate members in achieving supply chain diversity and inclusion goals. With a common mission, joined forces address job creation and revenue enhancing, sustainable inclusionary procurement practices while advocating for and empowering WBEs and the larger business community.

Robin previously served as the V.P./Corporate Procurement and National Supplier Diversity Manager with U.S. Bank. During her tenure, she created, developed and implemented Supplier Diversity strategies to diversify the supply chain associated with the bank's operations. Collaborating with internal and external partners, the objective fostered an inclusionary process reflective of the corporation's business model and national footprint. Robin's career began in commercial real estate construction financing with Fortune 500 entities focused in conventional, secondary market and community development bond/tax credit transactions. She has solid engagement expertise with C-suite, executive and middle management in assessing, creating, leading and

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California Department of Insurance
Community Programs & Policy Initiatives
Insurance Diversity Initiative

implementing strategic and tactical plans, internally and externally, that are goal and mission driven.

Robin is known for her advocacy, coaching, collaboration and transparent straight talk. She is an active panelist and presenter in the areas of diversity and inclusion, corporate procurement processes, community development and motivational speaking. Robin is an active Board Member, Task Force and Appointee for community boards and nonprofit organizations.

A native of St. Louis, Mo., Robin is a graduate of the University of Missouri/Columbia and an USC alum. Married to Kenneth Billups Jr. with two adult sons – Kenneth III (Malaika Clements Billups and daughter, Ava Sarai) and Jared Preston, both Florida A & M University Alums. The family home is in Inglewood, CA.

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Leader in Diversity Initiatives

Collaborative Strategic Partner

Talented Supply Chain Professional

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