

Lianna Kinard Bio

Title: Lianna Kinard, Vice President of Marketing, The Buckner Company

Bio: Lianna Kinard has worked in marketing for the last 15 years, 13 years of those within the insurance industry. Since joining the Buckner Company as Vice President of Marketing in 2016, she has been leading the company's marketing efforts, generating innovative strategies while overseeing the brand communications for seven offices. Buckner has jumped 26 spots on the national insurance listing since joining the firm.

Lianna is passionate about education and giving back to the community. She currently serves on three advisory boards. She is the Chairman of the Board for Utah Polynesian Professionals, on the Board of Trustees for Hale Centre Theatre and Board of Advisors for the American Heart Association. She has previously held positions for the American Red Cross Greater Salt Lake Chapter, National Fallen Firefighters, Utah Association of Independent Agents, and the University of Utah Children's Burn Camp.

Her recent awards include Utah Business Magazine's Sales and Marketer of the Year (2019), David Eccles School of Business Hall of Fame Rising Star Award (2019), Utah Business Women of the Year (2020), and Elite Women in Insurance (2021). She earned a B.A. in Marketing from the David Eccles School of Business and her Master's Degree in Management from Harvard University.