



## 2024 Page Annual Conference



**Lindsey O'Neill**  
**Chief Communications &**  
**Corporate Responsibility Officer,**  
**USAA**

Lindsey O'Neill proudly serves the military community, their families and local communities in her role as the Chief Communications and Corporate Responsibility Officer. USAA is one of America's leading financial services companies. Founded in 1922 as an insurance association serving military families, USAA is ranked No. 114 on the 2023 FORTUNE 500® and is top rated by Forbes World's Best in insurance, banking and financial

advice.

O'Neill leads Corporate Communications, Corporate Responsibility, Diversity, Sustainability and The USAA Foundation, Inc. and The USAA Educational Foundation. Under her leadership, the team is responsible for creating compelling communications strategies to advocate for and support its 13 million members and 37,000 employees. The team also oversees brand, reputation, diversity, inclusion and sustainability initiatives, philanthropic grantmaking, financial education, community relationships and cross-sector collaboration to promote military family resilience and strengthen USAA's local campus communities.

O'Neill brings more than 18 years of experience in internal, external and executive communications; marketing; media relations; reputation management; business intelligence; and strategy and planning. A proud member since 2011, she joined USAA in 2014 and has held a series of leadership roles that include serving as the communications officer for several of USAA's top executives, leading strategy,



external communications, and employee communications within Corporate Communications and serving as the chief of staff for the CEO.

Before joining USAA, O'Neill worked at National Instruments (NI) where she led a global Corporate Communications team responsible for internal, external and executive communications, investor relations and corporate responsibility. Prior to her communications role at NI, she held several positions in business intelligence where she found her passion for transforming data into insights to inform business decisions.

O'Neill serves as Vice Chair of the Board of Governors on The USAA and The USAA Educational Foundations, a committee member for the Elizabeth Dole Foundation Marking and Communications Committee and a Board Member for the Boerne Education Foundation. She is also a member of Page, the world's leading professional association for senior public relations and corporate communications professionals and is a Trustee of the Institute for Public Relations, a 501(c)(3) nonprofit foundation dedicated to fostering greater use of research and research-based knowledge in public relations and corporate communication practices.

With a personal motto of be kind, be brave and always leave something better than you found it, O'Neill enjoys being an advocate to help others achieve their personal and professional goals and serving others. She and her husband, Brent, love spending time with their two boys and as a family they enjoy serving their community.

O'Neill graduated from Texas Tech University with a Bachelor of Business Administration in Marketing.