



Nationwide

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Lu Yarbrough III

Associate Vice President, Enterprise Diverse and Cause Marketing

Lu Yarbrough III oversees the department responsible for building trust and meaningful relationships with diverse consumers, partners, and communities. He is also responsible for preserving and promoting Nationwide as an inclusive brand that protects people, businesses, and futures with extraordinary care. Previously at Nationwide, Lu led Co-op Advertising and Channel Marketing/Communications. He joined Nationwide in January of 2005.

Over the past 30 years, Lu has held Marketing and Leadership roles with companies like IBM, Emerson and Wells Fargo. His experience includes product development, brand management, strategic development, market planning, profit & loss management and consumer experience.

Lu graduated from Franklin University with an MBA and received a Bachelor of Science degree in Marketing from West Liberty University. He has served as Chairman of the Board for Godman Guild an organization dedicated to improving the quality of life for children and families in Central Ohio since 1898.

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