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Security First Insurance Strengthens Leadership Team to Support Growth and Service Experience

Greg Moraski named Chief Operating Officer as company realigns for continued growth and innovation in Florida's homeowners insurance market

Ormond Beach, FL – [October 9, 2025] – Security First Insurance today announced several key leadership promotions designed to strengthen operational alignment, enhance the customer experience, and advance its long-term growth strategy in Florida's dynamic homeowners insurance market.



Greg Moraski has been promoted to Chief Operating Officer, reporting to President Melissa DeVriese. In this role, Moraski will oversee core operational functions and drive greater integration across departments to improve efficiency, consistency, and customer satisfaction.

"As our company continues to grow and navigate the dynamic Florida homeowners insurance market, it's critical that we structure ourselves for both today's challenges and tomorrow's opportunities," said Melissa DeVriese, President of Security First Insurance. "Greg's operational knowledge, collaborative leadership, and strategic mindset make him the ideal choice to serve as our COO."

“I’m honored to step into this role at such an exciting time for Security First,” said Greg Moraski, Chief Operating Officer. “Our teams are doing incredible work to innovate, simplify, and strengthen how we serve Florida homeowners. By bringing greater alignment across operations, we’ll continue to improve efficiency, empower our people, and deliver the reliable, high-quality experience our customers deserve.”

Moraski brings more than 35 years of insurance industry experience to the role, including five years with Security First Insurance, where he has played a key role in strengthening operational alignment and business performance. He previously served as Chief Claims Officer and Vice President of Claims.

As part of this organizational evolution, Security First also announced the following leadership promotions:



Dave Violette, Vice President of Business Systems & IT (formerly Vice President of Business Systems), will now lead both technology and business systems to drive digital transformation, operational effectiveness, and companywide innovation. Violette has 17 years of insurance industry experience, including three years with Security First Insurance.



Robin Pliapol, Vice President of Claims (formerly Assistant Vice President of Claims), will oversee claims strategy and service delivery to ensure prompt, fair, and high-quality experiences for policyholders. Pliapol has 26 years of insurance industry experience, including 10 years with Security First Insurance.



Candace Duncan, Assistant Vice President of Claims (formerly Director of Claims), will continue advancing operational excellence and customer service within the claims organization. Duncan has 19 years of insurance industry experience, including six years with Security First Insurance.



Janell Simmons, Senior Vice President of People & Culture (formerly Vice President of People & Culture), will continue leading initiatives to support employee success and engagement, reflecting her dedication to strengthening the organization's culture and workforce. Simmons has 24 years of HR experience, including 11½ years in executive roles, and has been with Security First Insurance for two years.

"These changes reflect our ongoing commitment to strong leadership, operational excellence, and service innovation," DeVriese added. "These promotions recognize the expertise and leadership that have long defined our organization. Greg, Dave, Robin, Candace, and Janell each bring proven experience and a deep understanding of the Florida insurance market—qualities that ensure we continue delivering exceptional service and stability for our customers."

These leadership appointments are effective immediately.

Executive biographies and photos available at: www.securityfirstflorida.com

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About Security First Insurance

Headquartered in Ormond Beach, Florida, Security First Insurance protects what matters most to hundreds of thousands of Floridians. Since opening its doors in 2005, the company has grown from a small startup into one of the state's largest and most trusted homeowners

insurance providers—backed by over a century of insurance expertise and a team of nearly 400 insurance professionals who live and work in the communities they serve.

Whether responding to hurricanes, hailstorms, tornadoes or everyday emergencies, Security First has been on the ground—rebuilding roofs, restoring homes, and helping families recover—storm after storm, year after year®. The company’s First Choice Repair Network®, launched to combat contractor fraud and ensure fast, reliable repairs, has become a lifeline for customers facing disaster.

Led by President Melissa Burt DeVriese, one of the few women at the helm of a homeowners insurance company in Florida, and CEO Locke Burt, a former Florida State Senator who helped shape key insurance legislation in Florida, Security First combines deep policy expertise with boots-on-the-ground responsiveness. It’s not just about writing policies—it’s about redefining what it means to show up for Floridians in times of need.

With a Financial Stability Rating® of A, Exceptional from Demotech, Inc., Security First continues to invest in solutions to keep Florida’s families protected—today and for generations to come.

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