

Jasmine Brascom

Vice President Risk management

Jasmine Brascom, Certified Commercial Insurance Service Representative (CISR), leads the day-to-day operations of our Risk Management Consulting and Property & Casualty division. She is responsible for continuously improving our client experience and customer satisfaction via timely and accurate responses to their needs. Jasmine works closely with division lead, Katherine Young, and Founder Luis Alamo in the implementation of Risk Management strategies designed to proactively increase safety in the workplace. Jasmine brings unique insight to the risks and hazards inherent to the urban landscape, specializing in tracking trends in claims by frequency and severity. By applying detailed analytics and core risk management principals, Jasmine often identifies and creates awareness before accidents occur. Jasmine is passionate about mitigating risk, and believes training and education are the keys to achieving measurable year-over-year improvements.



Biography: Prior to joining Alamo Insurance Group, Jasmine began her insurance career with Frank Petronella State Farm Agency. She worked very closely with the new agency's owner to help build the book of business. Here she learned the importance of building relationships through helping prospects and clients coordinate the best protection plans for their needs.

After five years, Jasmine moved to Brown and Brown Metro as an Assistant Commercial Lines Account Manager, where she found a deeper love for the insurance industry. After just one year with Brown and Brown, realizing that education would be critical to her success, Jasmine embarked on the journey to obtain her CISR, and later her Chartered Property Casualty Underwriter (CPCU) designation. Jasmine displayed her trailblazer mentality by coordinating a learning platform for assistants who wanted to pursue different career paths within the organization. Jasmine strives to "live a life that feels good on the inside, not just one that looks good on the outside". This principle acts as a guide to overcome obstacles that exist for all women, especially women of color. She has always valued the presence of strong women in her life, women in leadership which is one of the reasons why she chose Alamo Insurance Group. Today, Jasmine has a vital leadership role in an organization already primarily led by women.

Growing up and living in Newark, New Jersey, she has set out to continue to change old narratives similar to how her greatest role model -- her mother, Valerie -- once did. Valerie showed her that it is possible to grow both professionally and personally; to thrive; to be important; and to dream big. Now she takes time to mentor other young women on these same lessons. After all, it is imperative to have a sense of community and to pay it forward.

Jasmine plans to also achieve her Associate Risk Manager/Public Entity (ARM-P) designation, for as strongly she believes it is important to be at the top of her game in the insurance industry, she feels it is even more important to be a good person. Jasmine is confident she is growing into exactly who she believed she would become.