



## Principal® Appoints Lisa Coulson to Lead Human Resources

November 25, 2024

DES MOINES, Iowa--(BUSINESS WIRE)--Nov. 25, 2024-- [Principal Financial Group](#)® (Nasdaq: PFG) today announced Lisa Coulson as the company's next chief human resources officer and senior vice president, effective Nov. 30, 2024. Coulson steps into the role after 17 years with Principal and significant experience helping companies align talent strategy with business objectives and customer needs.

"Lisa brings extensive experience across crucial talent functions including leader development, change management, and workforce planning," said Deanna Strable, president, chief operating officer, and chief executive officer elect of Principal. "Her expertise is critical as we continue to adapt our talent strategy to align to the evolving needs of our customers and the business."

Coulson previously served as vice president of human resources. Since joining Principal in 2007, she held several senior roles leading human resources strategy, operations, and total rewards. Coulson has significant experience in strategic compensation, benefits design, and executive coaching. Prior to joining Principal, she spent 15 years in human resources consulting and management.

"Our Board and I have had the opportunity to work closely with Lisa for several years and am confident that her passion for Principal along with her deep understanding of our strategy will be a huge asset to our leadership team," said Dan Houston, chairman and CEO.

Coulson succeeds Jon Couture, who is departing the organization after six years with the firm.

"I love what we do at Principal and I'm honored to lead the company's human resources team," said Coulson. "Our values and culture set us apart in the industry and that's driven by our exceptional talent around the world. As Principal continues to evolve to meet the needs of our customers, I'm committed to helping our nearly 20,000 employees grow and adapt to best serve those needs."

### About Principal Financial Group®

Principal Financial Group® (Nasdaq: PFG) is a global financial company with nearly 19,000 employees<sup>[1]</sup> passionate about improving the wealth and well-being of people and businesses. In business for 145 years, we're helping approximately 68 million customers<sup>[2]</sup> plan, protect, invest, and retire, while working to support the communities where we do business, and build a diverse, inclusive workforce. Principal® is proud to be recognized as one of the 2024 World's Most Ethical Companies® by Ethisphere<sup>[3]</sup>, a member of the Bloomberg Gender Equality Index, and a "Best Place to Work in Money Management"<sup>[4]</sup>. Learn more about Principal and our commitment to building a better future at [principal.com](https://www.principal.com).

<sup>1</sup> As of September 30, 2024

<sup>2</sup> As of September 30, 2024

<sup>3</sup> Ethisphere, 2024

<sup>4</sup> Pensions & Investments, 2023

© 2024 Principal Financial Services, Inc. Principal®, Principal Financial Group®, and Principal and the logomark design are registered trademarks of Principal Financial Services, Inc., a Principal Financial Group company, in the United States and are trademarks and services marks of Principal Financial Services, Inc., in various countries around the world.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20241125894851/en/): <https://www.businesswire.com/news/home/20241125894851/en/>

Jane Slusark, 515-362-0482, [slusark.jane@principal.com](mailto:slusark.jane@principal.com)

Source: Principal Financial Group