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RECOOP DISASTER INSURANCE APPOINTS GREG BAILEY AS CEO AND CHARLIE TURRI AS CTO

Proven Growth Leaders Join to Scale America's Disaster Recovery Insurance Company

West Des Moines, Iowa (October 9, 2025) – [Recoop Disaster Insurance](#) (Recoop®) the nation's only multi-peril disaster insurance company offering lump-sum recovery cash after a disaster has announced the appointment of **Greg Bailey** as Chief Executive Officer and **Charlie Turri** as Chief Technology Officer.

Together, Bailey and Turri bring deep experience in insurance, financial services, and technology innovation that will position Recoop for accelerated growth, expanded distribution, and next-generation platform development.

An experienced entrepreneur and operator, Bailey has founded and served as CEO of Rivet Co., a media and growth consulting company. Previously, Bailey founded and served as the CEO of Denim, a leading social media management software company serving financial and insurance brands nationwide. He also co-founded Insure.vc and has held senior leadership roles with Athene, Pacific Life, and TruStage.

As CEO, Bailey now leads Recoop's company operations, strategic growth, technology, and distribution enablement. His focus: building a high-performance culture, driving rapid expansion, and establishing Recoop as the trusted household name in disaster recovery insurance.

"Recoop fills one of the biggest gaps in traditional insurance," said Bailey. "When disaster strikes, people don't need red tape — they need cash. Recoop is here to make recovery simple, fast, and fair — and this is just the beginning. We're building far more than a disaster insurance company."

Joining Bailey is Charlie Turri, a veteran technology leader known for scaling startups and enterprise-grade platforms across financial services and insurance companies.

Turri most recently served as CTO of Lenders Cooperative, where he led modernization initiatives across lending and data infrastructure. Previously, he was CTO for Denim and ITPeopleNetwork, overseeing product architecture and engineering operations. Turri has also held senior IT leadership roles at Athene and AIG.

At Recoop, Turri will lead data and AI integration, platform scalability, and automation, ensuring that the company's systems deliver a seamless experience for customers and distribution partners. His leadership will help Recoop accelerate independent agent onboarding and strengthen its growing distribution network.

About Recoop Disaster Insurance

Headquartered in West Des Moines, Iowa, Recoop is the nation's only multi-peril disaster insurance company that quickly pays lump-sum cash (up to \$25,000) after a disaster. Recoop covers common gaps in homeowners or renters' insurance after a disaster, protecting American's biggest asset with affordable policies and fast cash benefits without any loopholes or gotchas. Recoop is currently available in 47 states and the District of Columbia. For more information, visit recoopinsurance.com.

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