



## 2026 NJBIZ Power 100: P – Z

**Carol Voorhees**

*NJM Insurance*

Ahead of longtime chief executive officer **Mitch Livingston**'s retirement last year, NJM Insurance veteran Voorhees was tapped as his successor. She officially took the reins in August 2025, becoming the first woman and 10th chief executive officer in NJM's 112-year history. At West Trenton-based NJM, Voorhees helms commercial and personal lines of business for one of the Mid-Atlantic region's leading property and casualty insurers. She also oversees the marketing department and its work to strategically promote NJM's nationally recognized customer and claims service.



After joining NJM's information technology department in 1996, Voorhees steadily assumed roles of increasing responsibility. She is credited with creating a project management process and managing several strategic technology upgrades at the company.

Voorhees was appointed chief information officer and senior vice president in 2018. Six years later, she became executive vice president and chief operating officer.

In taking on her new role, Voorhees said she was "truly honored." She also said, "After 29 years of service, I understand NJM's value proposition and what makes us special — providing outstanding service to our policyholders. As we begin this new chapter, I look forward to continuing NJM's mission of serving the needs of our customers throughout the Mid-Atlantic region." Along with continuing to earn high customer satisfaction accolades, including top rankings by JD Power, NJM was recently named as one of the best employers in New Jersey by Forbes.