UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant To Section 13 or 15 (d)
of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): September 1, 2020

Vericity, Inc.

(Exact name of registrant as specified in its charter)

Delaware	001-38945	46-2348863
(State or other jurisdiction	**(Commission**	**(I.R.S. Employer**
of Incorporation)	**File Number)**	**Identification No.)**

8700 W. Bryn Mawr Avenue, Suite 900S
Chicago, Illinois 60631
(Address of principal executive offices)

Registrant's telephone number, including area code: (312) 379-2397

Not Applicable
(Former name or address, if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (*see* General Instruction A.2. below):

☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-(b))

☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock, par value $0.001 (per share)	VERY	NASDAQ Capital Market

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company ☒

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act. ☐

Item 8.01   Other Events The Registrant's press release dated September 1, 2020 announcing the hiring of David R. Drollette as Chief Data Officer/Chief Technology Officer is attached hereto as Exhibit 99.1 and is incorporated herein by reference.

Item 9.01. Financial Statements and Exhibits

Exhibit 99.1 [Vericity Hires New Chief Data Officer & Chief Technology Officer](#)

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SIGNATURES

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Pursuant to the requirements of the Securities Exchange Act of 1934, the Company has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Dated September 1, 2020   **VERICITY, INC.**

By: /s/ John Buchanan
Name: John Buchanan
Title: General Counsel and Secretary

FOR IMMEDIATE RELEASE

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Vericity Hires New Chief Data Officer & Chief Technology Officer

CHICAGO, September 1, 2020 – Vericity, INC. (Nasdaq: VERY), a leading provider of technology enabled life insurance products and distribution, is pleased to announce the hiring of David R. Drollette as Chief Data Officer & Chief Technology Officer.

In his dual role effective September 1, Drollette will report to Vericity's Chief Executive Officer, James E. Hohmann. As CDO, Drollette will be responsible for executing a unified data strategy across Vericity to further leverage its considerable data capture from life insurance prospect to end customer. In addition, as CTO, he will be responsible for further deployment of the company's technology to deliver a seamless and technology enabled customer experience, and to further advance the company's Predictive Analytics and Machine Learning initiatives that surround the company's method patented life insurance offerings.

"Unlike many competitors, our companies span the entire value chain from consumer engagement to direct to consumer distribution, to product manufacturing and service.
As a result, we capture relevant data along the customer journey that allows us to
continuously improve the customer experience and outcome. With David's track record in data, analytics, product and customer experience, we believe he is well qualified to lead in the critical areas of CDO and CTO. In addition, we expect his experience in other verticals will expand our ideas on product, technology, and data analytics." said James E. Hohmann, Chief Executive Officer.

Drollette comes to the company from athenahealth, Inc., a cloud-based provider of healthcare IT software and services where he led the product analytics team and set the R&D strategy for the data and AI engineering teams across multiple geographies.

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"I'm excited to apply my leadership, knowledge, and experience in the direct to consumer insurance space to further the data-driven culture at Vericity and to drive long-term business value through data, analytics, and technology," said Drollette.

Drollette spent the first twelve and a half years of his career at Wayfair, Inc., the world's largest e-commerce retailer focused on furnishing and décor, where he ultimately led an 180+ person team of analysts, data scientists, and software engineers. He holds a bachelor's degree in Mathematics/Physics from Ithaca College in New York where he graduated Cum Laude.

About Vericity
Vericity, Inc. (Nasdaq: VERY), through its subsidiaries, Fidelity Life Association and eFinancial, LLC, provides life insurance protection targeted to the middle American market. Through innovation in product design and distribution that provides access to the middle market, including call center and web-enabled sales and underwriting processes, quick issuance of policies and an emphasis on products not medically underwritten at the time of sale, the company seeks to make life insurance more affordable for the middle market. For more information, visit www.vericity.com.

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