



Greg Backley

President & CEO

Auto Club Enterprises

Greg Backley is President & Chief Executive Officer of Auto Club Enterprises (ACE), the largest AAA-affiliated motor club. With nearly 16,000 employees, Auto Club Enterprises provides membership, travel and insurance products and services to 17.8 million members and 3.7 million insurance policyholders across 21 states. Total annual revenues exceed \$8 billion.

Over the past 33 years, Greg has held ACE positions of increasing responsibility in the areas of Insurance Sales, Product Management & Development, Call Center Operations, and Insurance Underwriting. He has led various growth, profitability and market expansion efforts throughout his career. Greg started his ACE career as a Sales Agent in 1991 and ultimately joined the executive ranks as Vice President in 2008, Senior Vice President in 2018, Executive Vice President in 2022, and COO in 2023. He most recently assumed the President & Chief Executive Officer role in April 2024.

Born and raised in Los Angeles, Greg earned his Master of Business Administration at University of Southern California and Bachelor of Arts in Law & Society at University of California, Santa Barbara. He holds the Chartered Property Casualty Underwriter (CPCU), Associate in Claims (AIC), Personal Insurance (API), and Insurance Services (AIS) designations.

Greg currently serves as a director on the AAA, Inc. Board, a member of the AAA Committee of Club Officials (CoCO), a member of the AAA Inc. Executive Committee, a Tocqueville Society Cabinet member and Vice Chair for Orange County United Way, and a past member of the AAA Accreditation Commission.

He is a resident of Yorba Linda, CA. He and his wife Cathleen have been married over 28 years and have one daughter.