

## Cheryl Critelli

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DES MOINES OFFICE

With an insider's view of a Fortune 100 company and more than 35 years of legal experience, attorney/of counsel Cheryl Critelli knows insurance and agribusiness.

Working at the financial services segment of Deere & Company for more than 22 years, Cheryl handled multiple aspects of the company's legal needs. She oversaw insurance and regulatory work. She acted as a business partner to the risk management team, which placed insurance and mitigated risk worldwide. She helped establish a federal crop insurance company and a European captive insurance company. She assisted in creating affiliate programs with brokers and insurers globally. She also helped ensure compliance with data protection and privacy regulations. Cheryl advised on corporate governance, supply-based contracting, and credit agreements.

In her insurance, agribusiness, and corporate governance practice, Cheryl leverages her experience to help clients achieve their goals and get the results they want. She also can assist with dealer agreements, distribution, and other aspects of an agricultural business. "I really do view myself as a partner to the business client," Cheryl says.

One key aspect of Cheryl's legal approach is developing relationships with her clients. "It's only through experience that you learn that as a lawyer the relationships are so, so important," she says. "It's earning the client's trust and earning the credibility to resolve their issues so they come back to you the next time."

Efficient and result-oriented, Cheryl first determines the client's problem. "You have to ask a lot of questions to really find the issue they're coming to you with," she says. "That's one of the skills I've honed over the years, and at this point in my life, that's the best skill I have."

Especially in Cheryl's insurance practice, she applies the experience she gained at the agribusiness giant. "I worked with worldwide brokers and the data protection laws, and we had specialized insurance policies, globally in multiple countries," she says. "Nothing was ever cookie-cutter. Everything was unique."

That means finding the right solution for difficult issues. "Many of the complex insurance issues that I've had to resolve required creative thinking to weave the needle through and come to the best resolution," she says. Cheryl uses that creativity to help clients find the right ways to reach their desired goals.



### PRACTICE AREAS

- [Business, Finance & Real Estate](#)
- [Agribusiness](#)
- [Corporate Governance](#)
- [Insurance](#)

### EDUCATION

- Drake University Law School (J.D.)
- Drake University (M.B.A.)
- University of Iowa (B.B.A., emphasis in finance)

### BAR ADMISSIONS

- Iowa

### PROFESSIONAL EXPERIENCE

- Associate Chief Counsel, Deere & Company
- Attorney, Critelli & Hubbard Law Firm
- Assistant Vice President and Legal Counsel, Allied Group Insurance

For corporate governance matters, Cheryl also capitalizes on her Deere & Company experience. “I have deep, deep roots in corporate governance,” she says. Cheryl acted as the general counsel and secretary for the crop insurance company she helped establish. She frequently drafted articles of incorporation and bylaws for new entities.

Born and raised in Des Moines, Cheryl has a deep commitment to community involvement. “My roots are here,” she says. “I know so many people from Des Moines. I have so much knowledge to give back.” At the Johnston office for Deere & Company, she was also tasked with overseeing nonprofit giving. “I’ve been on both sides of it, from the corporate giving and also being on various boards of directors,” she says. “Nothing makes you feel better than to volunteer your time, treasure, and talent.”

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## PROFESSIONAL & COMMUNITY AFFILIATIONS

### Iowa State Bar Association

### Des Moines Metro Opera

- Board of Directors, 2024–present

### Salisbury House Foundation

- Chairman and President, 2020--2023
- Board of Directors 2017–present

### Iowa Accountancy Examining Board (appointed by Governor)

- Board of Directors 2015–2018

### Iowa Public Television Foundation

- Board of Directors, 2000–2006

### Iowa Public Television (appointed by Governor)

- Board of Directors, 1986–2000