



Larry Hughes

Senior Vice President, Compliance



Larry joined SIAA in 1998, bringing a varied professional background with more than 25 years of business experience in retail, accounting, management, operations and program development.

He is responsible for all compliance components of SIAA, including preparation, administration and enforcement.

Larry is also responsible for the continued development of the SIAA Integrated Master Agency Management System (NetWeb), designed for SIAA and Master Agency functions such as reporting, tracking and management operations and is a technology-based segment of SIAA that is critical to the day-to-day operations of the alliance. He has managed the continuous enhancements to the system.

Larry is a graduate of Cornell University and holds a degree in business administration with a concentration in marketing.