



Jim Masiello

Founder, Chairman & CEO, Alliance Holdings, Inc. parent company of SIAA



As SIAA has grown to the largest alliance of independent insurance agencies in the United States, Jim Masiello has been a leading voice in today's insurance industry.

He is the founder of several Masiello Group entities in a number of industries, including: Insurance, Real Estate, Commercial Leasing, Real Estate Development, Employment Agency, Financial Services, and Travel. He has also consulted and lectured on P&C compensation and incentives for agency producers based on cross-selling initiatives.

Subsequent to founding the Masiello Insurance Agency, Jim created the Satellite Agency Network (SAN Group) in 1983 and grew it to over 340 member agencies in New England and Eastern NY. The very successful SAN Group Model was replicated at the national level to form SIAA (Strategic Insurance Agency Alliance) in 1995.

SIAA currently has 49 Master Agencies covering all 48 contiguous states and having signed 5,800 independent insurance member agencies writing over \$6.05 Billion in premium making SIAA the largest Independent insurance agency partnering national network.

In his tenure within the insurance industry, Jim has:

- Received the Dr. Henry C. Martin Industry Achievement Award from The Rough Notes Company, Inc.
- Been a recipient of the Insurance Marketing and Management Services (IMMS) Marketer of the Year award
- Served as President of the New Hampshire Life Underwriters Association
- Chaired the New England Life Insurance Forum
- Served on a number of insurance company advisory boards

Additionally, Jim:

- Served as Mayor for the City of Keene, NH for two terms
- Held the office of President of the Greater Keene Chamber of Commerce for two terms
- Served as President of the Greater Keene YMCA for two terms
- Chaired the New Hampshire State Board of Education
- Served as a Trustee for Southern New Hampshire University
- Has been active in many insurance-related, community, political and statewide organizations.
- Has authored numerous articles and has spoken extensively on insurance industry topics including agency marketing, cross-selling and insurance distribution systems.