



Jim Masiello

Founder, Chairman & Chief Strategy Officer
Founded SAN Group in 1983, and SIAA in 1995



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

He is the founder of several Masiello Group entities in many industries, including: Insurance, Real Estate, Commercial Leasing, Real Estate Development, Employment Services, 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, now with over 370 member agencies in New England, New York, and Pennsylvania. The very successful SAN Group model was replicated at the national level to form SIAA in 1995.

As Chief Strategy Officer, Jim brings significant experience in business leadership, and works with SIAA's executive team to build strategy and direction for SIAA now and in the future.

SIAA currently has 49 master agencies covering all 48 contiguous states and has signed over 7,000 independent insurance member agencies writing over \$7.4 billion in premium, making SIAA the largest national independent insurance agency partnering 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 many insurance company advisory boards

Additionally, Jim:

- served as Mayor for the City of Keene, NH for two terms
- served as 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