



## **Matt Masiello**

**Executive Vice President and Chief Operating Officer, SIAA**

**President & Chief Executive Officer, SAN Group & Strategic Independent Insurance Agency Solutions  
Joined SAN Group in 1993, and SIAA in 1995**

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Matt Masiello has responsibility for operational management of the largest alliance of independent insurance agencies in the United States and its related companies, providing leadership to over 50 direct employees, 49 Master Agencies and thousands of Independent Insurance Agents across the continental United States.

His more than 20 years of experience at SIAA and SAN Group have instilled in him the knowledge, expertise, and skills to provide executive leadership to SAN Group, SIAA's original and largest Master Agency operating across the Northeast, and its West Coast counterpart, Strategic Independent Insurance Agency Solutions (SIAS). Matt has responsibility for the overall success of both companies, as well as providing strategic vision and leadership for their futures.

As part of the SIAA executive leadership team, Matt contributes to the continued development of SIAA's internal operations and strategic direction. He and his team also consult with the 49 SIAA Master Agencies in the implementation, operations and growth of their organizations, based on the systems and experience developed in SAN Group. Matt also works with Strategic Partner Insurance Companies in developing and deepening relationships with SIAA and the Master Agencies across the U.S.

In the last 25 years, Matt has become a subject matter expert in the field of insurance and agency development and is a frequent contributor to many industry publications, including *Insurance Journal*, *Property Casualty 360*, *National Underwriter Magazine*, *PIA Magazine*, and *The Standard*. He is a frequent presenter at a variety of insurance conventions, meetings and events.

Nominated by his peers, Matt received the Insurance Business America Hot 100 Award in 2017, which recognizes leaders for shaping the future of the insurance industry. Matt received the Business Excellence Award in the Financial Services Category by New Hampshire Business Review in 2008. As a recipient, he was honored for his determination, industriousness,

innovation, and achievements. In 2003, Matt was named Agent of the Year for Travelers Insurance Company for personal lines.

Matt attended the University of Maine and is a licensed agent in multiple states for property, casualty, life, accident and health - holding the Accredited Advisor of Insurance (AAI) designation. He has served on both regional and national advisory councils for numerous insurance companies and serves on the Board of Trustees of Tilton School.

Matt resides on the seacoast of New Hampshire with his wife and three sons. When not working, you can find him and his family boating, fishing, traveling or skiing.