



Matt Masiello

Chief Executive Officer, SIAA

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



Matt Masiello has responsibility for executive management of the largest alliance of independent insurance agencies in the United States and its related companies, providing leadership to senior executives of SIAA and Master Agencies across the country.

His more than 20 years of experience at SIAA and SAN Group have instilled in him the knowledge, expertise, and skills to lead SIAA, 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 all three companies, as well as providing strategic vision and leadership for their futures.

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 with SIAA and the insurance industry, Matt has:

- developed SIAA's internal operations and strategic direction.
- engaged all 49 SIAA Master Agencies in the implementation, operations and growth of their organizations, based on the systems and experience developed in SAN Group.
- consulted with Strategic Partner Companies in developing and deepening relationships with SIAA and the Master Agencies across the U.S.
- contributed to SIAA being ranked number one in Insurance Journal's Top 20 Agency Partnerships in their 2018 annual Top 100 Report.
- received the Insurance Business America Hot 100 Award in 2017, which recognizes leaders for shaping the future of the insurance industry. The Hot 100 is a list of the hottest influencers, innovators,

and game-changers in America's insurance industry and is comprised of those that have been nominated by their peers for their influential work in the industry.

- led SIAA, its member agencies, master agencies and strategic partners in donating over \$320,000 combined to Wounded Warriors Project, Dana-Farber Cancer Institute & The Jimmy Fund, as well as Veterans Count, a division of Easter Seals, since 2016.

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*, *Independent Agent* and *The Standard*. He is a frequent presenter at a variety of insurance conventions, meetings and events.

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.