



William Fahy, CPCU, ARM

President, Alliance Program Services, LLC

President, SIAA MarketFinder

Joined SIAA in 2006



Bill is currently President of Alliance Program Services (APS), and SIAA MarketFinder which he developed to provide member agencies with a wide variety of specialized coverage for their commercial clients. Bill has over 39 years of experience in the insurance industry with expertise in a variety of areas.

The exclusive SIAA MarketFinder online tool helps member agencies find specialty market programs relevant to their business. Bill and Jim Keane, Vice President of MarketFinder have managed the growth of MarketFinder premium volume by 26% from 2015 to 2016. In 2017, premium growth exceeded 100%, more than doubling MarketFinder in size.

Prior to joining SIAA, Bill was a principal and CMO/COO of a large retail agency in upstate New York. Bill managed all sales, marketing activity, and internal operations for the firm for over 10 years as well as developed exclusive programs, and the agency grew over 300% during his tenure. In addition, Bill served as CEO of SANNY from 1995-2006 and managed the growth and development of one of SIAA's long-term top performing networks.

Bill has served on the board of directors of insurance carriers and Risk Retention groups, and several other local non-insurance businesses. In addition, he has served numerous regional and national carrier advisory boards, and was president of the Hanover Insurance Companies regional advisory council. He has also served on the New York State Board of Directors for IIABNY and is past president of the Utica CPCU Chapter.

Bill holds a BA from the University of Buffalo, New York (NY). In addition, Bill has obtained the CPCU designation, the ARM designation, the AAM designation, and was the distinguished graduate of the AAI program. He has also taught several CPCU courses and other insurance seminars.

Bill and his wife, Claire, reside in Rome, NY, and have two grown children.