



William J. DeChard

Senior Vice President, Alliance Opportunity Services

Joined SIAA in 2003



Bill is responsible for the day-to-day promotion and utilization of SIAA Strategic Partner Portfolio Management Services. He is also the primary Strategic Partner Company contact for Strategic Master Agency (SMA) appointments and SIAA company relations.

In this role, Bill works directly with SIAA Strategic Partner Companies (SPC) on the negotiation of SIAA PMSF Agreements, non-SPC book consolidations and other related internal service matters. He is responsible for training independent strategic members (ISM) on, and ensuring their use of the SIAA SPC PMSF Income Calculator – a means for projecting revenue for ISM and SMA prospects, and for measuring, marketing and facilitating larger book rolls to SIAA SPCs.

Prior to joining SIAA, he was the National Marketing Director for Custom Insurance where he was responsible for developing domestic contract facilities, reinsurance markets and Lloyd's of London Brokerage Contracts. In this capacity, he established a system of underwriting and marketing support for a national network of retail agents and wholesale producers who accessed a broad array of insurance products in both the admitted and non-admitted marketplace on a national and international basis.

Bill has been in the insurance industry since 1985, having worked as a retail producer and Florida Surplus Lines Agent, as well as having owned a retail agency where he specialized in developing national commercial lines accounts and transportation and logistics risks.

Bill has authored several articles on insurance distribution and marketing, served on insurance company and non-profit advisory boards and earned his Bachelor's degree in Political Science from Saint Leo University.