



William J. DeChard

**Executive Vice President, Alliance Opportunity Services
Joined SIAA in 2003**



Bill is the Executive Vice President of Alliance Opportunity Services and a member of the SIAA Executive Management Team. In this role he orchestrates the day-to-day promotion and utilization of SIAA Strategic Partner Portfolio Management Services. Bill is also the primary Strategic Partner Company contact for Strategic Master Agency (SMA) appointments and SIAA company relations with SIAA Strategic Partner Companies.

Bill works directly with SIAA Strategic Partner Companies (SPC) on the negotiation of SIAA PMSF Compensation Agreements, non-SPC book consolidations and other related internal service matters. He oversees training of SMA Recruiters on and ensures their use of the SIAA SPC PMSF Income Calculator – an SIAA proprietary pro-forma for projecting revenue for ISM and SMA prospects, and for measuring, marketing and facilitating larger book rolls to SIAA SPCs.

Prior to joining SIAA, Bill 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 role, 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 multiple 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.