



## **Doug Coombs**

**Chief Marketing Officer, SIAA**  
**President, SIAA Marketing**



Doug joined SIAA in November of 2007. He is responsible for all marketing and communications, including advertising, web marketing, and public relations. He is also responsible for the SIAA family of brands, maintaining all marketing agency relationships, and vendor management.

Doug has introduced a number of marketing programs since joining the SIAA team, including: The launch of an online marketing portal for members, the re-launch of a consumer facing website designed to produce leads for members across the country (and also providing a web presence for all SIAA Member Agencies), website services for Master Agencies and Independent Agency Members, an email marketing program for member recruitment, as well as other marketing initiatives designed to enhance member communications and meetings.

Prior to joining SIAA, he managed the marketing function at several New England financial institutions, including Banknorth (TD Bank) and Ocean Bank.

In 2009, Doug was named President of SIAA Marketing which has the exclusive rights for all levels of SIAA marketing and member recruitment initiatives.

He has over 20 years of marketing experience, including business to business (B2B) and business to consumer (B2C) marketing. Doug earned his Bachelor's Degree and MBA at Southern New Hampshire University in Manchester, NH. He is also certified by the American Society for Training & Development