



Kathy Masiello

Vice President, Events & Meetings



Kathy joined SIAA in 1999, bringing nearly 15 years of experience from various marketing, communications and administration-related roles, uniquely qualifying her to rise to her position today. Her experience includes meeting logistics, presentation and report preparation and communications to clients and company staff.

She is responsible for the successful planning and execution of all SIAA-sponsored events and meetings, including SIAA's semi-annual business meetings, management meetings and ad-hoc meetings. This includes responsibility for contract negotiation, scheduling and logistical support.

Kathy coordinates a great deal of member communications, while also disseminating information to senior insurance executives and Master Agency owners and leaders. She manages support services for SIAA's executive staff and regional presidents and serves as assistant to the CEO.

This role requires exemplary customer service skills, and Kathy successfully integrates that approach into all facets of her interaction with management, company executives and member agents.

Kathy holds a bachelor's degree in business management from Franklin Pierce University