



Mark S. Berset, CIC

Regional President – SIAA Florida & Puerto Rico



Mark became regional president of SIAA – Florida and Puerto Rico in 1997. He brings to SIAA more than 35 years of insurance industry experience, as well as a market-driven sales philosophy.

With a master's degree in management from Georgia State University, Mark began his insurance career as an agent and later became the owner of Comegys Insurance Agency in St. Petersburg, Fla. Under Mark's leadership, the company has grown into one of the largest agencies in the Tampa Bay market, employing more than 50 people.

In 1996, Mark assumed the position of president of SAN of Florida, an SIAA Strategic Master Agency. He also serves as president of Alpha Insurance Management and is a founder of United Property and Casualty Company. He currently serves on the board of Homeowners Choice Insurance Company, a Florida domestic property company. Further, Mark is a founder and board member of North Star Bank in Tampa, Fla.

Mark was president of the Independent Insurance Agents of St. Petersburg in 1984 and 1985, and was honored as Agent of The Year in 1988.

Mark understands the business conditions that affect the insurance industry and is dedicated to preserving and growing the independent agent distribution channel. As regional president, Mark is actively assisting local agents in Florida and Puerto Rico through SIAA's insurance agency distribution alliance.