



Steve Tombarelli

Senior Vice President, Business Expansion & Innovation

Joined SIAA in 2013



Steve began at SIAA as National Director of the Business Insurance Advantage Program (BIA) division and has subsequently assumed the role of Senior Vice President of Business Expansion & Innovation. In addition to the overall responsibility for Business Insurance Advantage, Steve identifies new prospective premium growth programs and oversees technological intelligence as it relates to SIAA member agencies and the insurance industry overall.

Steve and his BIA team are responsible for assisting Independent Strategic Members across the country in growing their commercial lines premium. BIA helps those member agencies by introducing the tools necessary to increase commercial lines premium utilizing target marketing, education/training, and works closely with SIAA's partner companies, putting member agencies on a path to growing their commercial insurance premiums. In 2017, SIAA's total small commercial premium with strategic partner carriers grew by 17.2%, in comparison to an industry average of 3-4%.

Steve has a wide range of industry knowledge in commercial insurance and is well-acquainted with how insurance carriers operate, along with the Independent Agency channel.

Prior to joining the SIAA team, Steve held various leadership and sales leadership roles with the national carriers. While at Travelers Insurance, Steve held the roles of Regional Vice President responsible for sales and underwriting in 4 New England States, and Regional Sales Director responsible for sales in all the New England States. Prior to joining Travelers, he was the small commercial sales director for The Hartford's NERO office. Steve has 30 years of sales, sales management and leadership experience.

Steve has a Bachelor's of Science in Accounting from Merrimack College in North Andover, Massachusetts. He has a track record of implementing successful business strategies and accelerating growth and market share.

Steve enjoys music, skiing, boating and spending time with his family. He is married and has 3 grown children. Steve lived in and volunteered as a youth soccer coach for many years in North Andover, MA. He and his wife currently reside in Acton, Maine.