



## **Thomas A. Barrett**

**Regional President – Midwest & Southeast**

**Joined SIAA in 1997**

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Tom brings over 40 years of experience to his role as regional president of SIAA – Midwest & Southeast, with expertise in a variety of areas. He has worked as an agent and a broker, program developer and manager, public speaker and seminar leader. He is also one of the leading national faculty for the National Alliance for Insurance Education & Research Dynamics series. His sales training client list includes more than a dozen regional and mutual insurance carriers and 25 of the nation's top 100 insurance brokers.

Prior to joining SIAA, Tom was the executive vice president of a Chicago-based program administrator. In the firm's 25-year history, it developed more than 100 nationally-endorsed association insurance programs and captives, generating more than \$200 million in annual premiums. Tom also served as chief operating officer of one of the largest insurance marketing organizations in North America.

The first 12 years of his career were spent as a property and casualty insurance producer for two prominent insurance agencies in North Carolina. While he was a producer, Tom became a niche marketer and creator of specialty insurance programs, which led to him producing more than \$1 million in commission income annually.

Under Tom's leadership, the Midwest and Southeast regions of SIAA have grown to include more than 2,300 signed agencies producing more than \$2.5 billion in annual sales.