



For Immediate Release

Matt Masiello Promoted to Chief Executive Officer of SIAA

November 6, 2018 – Hampton, N.H. – SIAA Founder and Chairman, Jim Masiello, has announced, “Matt Masiello is the Chief Executive Officer of SIAA effective December 1, 2018. I am pleased and proud to announce this significant move as Matt has proven to be an effective and productive leader who will ensure the continued success of our organization now and in the future.”

Jim Masiello will remain actively involved with the organization as Chairman and Chief Strategy Officer.

“It’s a natural evolution for us at this point in time. As we continue to reiterate to our member agencies that they must evolve or become irrelevant, the same is true for SIAA - and Matt’s move into the CEO role reflects our commitment to progress as a partner for our Master Agencies, Member Agencies, and Strategic Partner Companies,” stated Masiello.

Matt Masiello currently holds the position of Executive Vice President and Chief Operating Officer of SIAA and has maintained responsibility for operational management of the largest alliance of independent insurance agencies in the United States and its related companies since 2011. His tenure with SIAA started in 1995 (the same year SIAA was established).

Matt will continue to hold the position of Chief Executive Officer of SAN Group, SIAA’s original and largest Master Agency (of which he has been a part for 25 years). He was formerly the CEO of Masiello Insurance Agency, Inc., the founding independent insurance agency of SAN Group.

A frequent contributor to many industry publications, Matt has authored articles for *Insurance Journal*, *Best’s Review*, *PropertyCasualty360*, *National Underwriter Magazine*, *PIA Magazine*, and *The Standard*.

He was also named to Insurance Business America’s Hot 100 in 2016 – a list of influencers, innovators, and game-changers in America’s insurance industry.

Matt resides on the seacoast of New Hampshire with his wife and three sons.

About SIAA

SIAA is a national alliance consisting of approximately 13% of all independent insurance agencies in the United States. Its member agencies generate hundreds of millions of dollars in new premium business annually and represent nearly \$8 Billion of in-force premium. SIAA is dedicated to the creation, retention and growth of the independent insurance agency distribution system. To learn more about SIAA, visit siaa.net.

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