Bill DeChard
Executive Vice President, Strategic Partner Relationships

As Executive Vice President of SIAA Strategic Partner Relationships, Bill orchestrates the day-to-day promotion and utilization of SIAA Strategic Partner Portfolio Management Services. He is also the primary Strategic Partner Company contact for Master Agency (SMA) appointments and SIAA company relations with Strategic Partners.

Bill works directly with SIAA Strategic Partner Companies (SPC) on the negotiation of SIAA PMSF Compensation Agreements, non-SPC book consolidations and other related internal service matters. He oversees training of SMA Recruiters on and ensures their use of the SIAA SPC PMSF Income Calculator – an SIAA proprietary calculator that illustrates income from commissions, SMA/SPC new business incentives, Profit Share Contingencies and SIAA Quarterly and Year-end Portfolio Management Service Fees available for SIAA Member Agencies, and for measuring, marketing and facilitating larger book rolls to SIAA SPCs.

Prior to joining SIAA, Bill was a Florida Surplus Lines Agent and the National Marketing Director for a Wholesale MGA and Excess & Surplus Lines Broker where he was responsible for developing domestic contract facilities, reinsurance markets and Lloyd's of London brokerage contracts. In this role, he established a system of underwriting and marketing support for a national network of retail agents and wholesale producers who accessed a broad array of insurance products in both the admitted and non-admitted marketplace on a national and international basis.

Bill has been in the insurance industry since 1985, and worked ten years in retail insurance as a producer before owning a retail agency where he specialized in developing national commercial lines accounts and transportation and logistics risks.

Bill has authored multiple articles on insurance distribution and marketing, served on insurance company and non-profit advisory boards and earned his bachelor's degree in Political Science from Saint Leo University.