



Doug Coombs

Executive Vice President & Chief Marketing Officer



As Executive Vice President and Chief Marketing Officer, Doug Coombs leads all marketing initiatives for SIAA, focusing on strategy, communicating the corporate vision, as well as brand awareness and value. He has ultimate responsibility for all marketing and communications, including advertising, web marketing, channel integration, and public relations. He is also responsible for the SIAA family of brands, maintaining all marketing agency relationships, and vendor management.

Doug has introduced a number of marketing programs as well as systems and brand enhancements since joining the SIAA team. One of his early accomplishments was the creation of an online marketing portal for members, which has since evolved through several iterations in order to utilize current technology and maintain user interface standards.

He also managed the re-launch of a consumer-facing website designed to produce leads for member agencies across the country (the site also provides a web presence for all SIAA member agencies) and was the first in the IA channel to establish this type of resource on a national scale.

By leading a team of marketing professionals, Doug executes a content sharing strategy that incorporates social, traditional, and digital media through external and internal distribution channels. Ultimately, this approach increases engagement with prospective and existing member agencies.

In 2011, he researched, selected, and managed the installation of a marketing automation system as part of the Customer Relationship Management (CRM) system implementation. The marketing team maintains the integrated automation system and executes campaigns, promotions and on-going communications using its capabilities.

Doug has negotiated arrangements providing website services for master agencies and member agencies, in addition to mobile apps. He manages relationships with a number of vendors providing services to member agencies at discounted pricing (as a benefit of membership).

He has also authored numerous articles related to marketing in the insurance industry appearing in *Insurance Journal*, *PC360*, *The Standard*, *Independent Agent*, and others. Doug hosts SIAA's ongoing podcast series, *Insurance Agents Talk Shop*.

Prior to joining SIAA, he directed the marketing function at several New England financial institutions, in addition to one of the largest staffing firms in the country.

He has 28 years of experience, including business-to-business (B2B) and business-to-consumer (B2C) marketing. Doug earned his bachelor's degree and Master of Business Administration at Southern New Hampshire University in Manchester, NH. He is also certified by the American Society for Training & Development.

Throughout his career, Doug has dedicated time and effort to various organizations, boards and committees, including the New England School of Banking as adjunct faculty, the Greater Lowell, MA and Greater Haverhill, MA Chambers of Commerce, and a school system initiative in Haverhill, MA – Crossroads 2000.