



## Forest de Jong

Vice President of National Sales – West  
Joined SIAA in 2016

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As Vice President of National Sales for the western half of the country, Forest is the liaison between SIAA and its Strategic Master Agency (SMA) leadership, helping the SMAs maximize their recruiting efforts, organic growth programs, agency development, and member engagement.

Forest provides a thorough understanding of all SIAA revenue-generating programs to SMAs and Agency Development Field Specialists (ADFS), while also promoting best practices. He encourages ADFS teams to increase penetration with MarketFinder and Program Partners, advancing book roll opportunities, working on Business Insurance Advantage (BIA) engagement and workflows, identifying potential Life Insurance producers in the alliance, and boosting Strategic Partner Companies' reach and profitability.

Prior to this role, Forest was Senior Vice President of Master Agency Development for three years, responsible for maintaining SIAA relations with Master Agencies in the Northeast and Southwest territories of the country in addition to assisting with Master Agency oversight.

Forest previously worked for the California master agency SIAS for two-and-a-half years, providing access to insurance carriers and programs otherwise unavailable to agents, allowing member agencies to compete with any size agency in a variety of personal and commercial markets. Forest enabled member agents to earn the best commission and excess compensation in the marketplace.

Prior to joining SIAA, Forest worked as a Commercial Property Claims Specialist for Nationwide/Allied Insurance for 13 years and became a realtor and mortgage broker for four years within that time.

Forest earned a Bachelor of Science degree in Business Administration and Management & Human Resources in 1998 from Sonoma State University in Rohnert Park, CA. He earned an Associate of Science degree in Business Administration and Management from Santa Rosa Junior College in Santa Rosa, CA in 1996.

Forest is married with two daughters and lives in northern California.