



**Jeff Holmes**  
Chief Operating Officer  
Joined SIAA in 2013

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As SIAA Chief Operating Officer, Jeff has responsibility for the day-to-day operational management of the largest alliance of independent insurance agencies in the United States, ensuring processes and procedures are executed in an effective manner to support 48 Master Agencies and thousands of Independent Insurance Agency Members across the continental United States.

He oversees SIAA team managers to ensure that SIAA is positioned to meet the overall needs of internal and external customers - continually evaluating, developing and executing plans and projects needed to achieve business goals. Working closely with all stakeholders, he is aligning staffing and strategies for success while maintaining the quality and efficiencies of SIAA.

Jeff played an instrumental role in the national rollout of the agency development program, strengthening SIAA nationally, while working to build a model for all SIAA master agencies. Jeff has provided extensive professional guidance to agents and staff.

He subsequently created the Agency Development Field Specialist (ADFS) role – a position to assist member agencies at their physical locations through mentoring, education, and consultation. ADFS staff ensure that member agencies are acquainted with all SIAA support services intended to increase agency income and value.

Directly related to the Agency Development role, SIAA's Vice Presidents of Revenue Generation report directly to Jeff and interact significantly with ADFS staff, helping member agencies to maximize utilization of support services as they seek to increase top and bottom-line income.

Jeff impacts the overall quality and profitability of SIAA's book of business by maintaining direct responsibility for book management, a team working with strategic partner companies to actively identify, monitor and manage member agency business placed with those partners in order to sustain established levels of quality and profit that benefit all involved.

As a senior insurance professional, he has over 22 years of management, marketing, underwriting, training, sales, claims management and risk evaluation experience.

Jeff has been published in several publications, including *The Standard* and *Property & Casualty 360*.

He and his wife reside in southern New Hampshire.