



## Nick Pappajohn

President of SIAA since 1995

Joined Masiello Insurance Agency in 1984

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Nick joined the Masiello Insurance Agency in 1984 as vice president and was responsible for the agency's operations and the development of the first master agency — the Satellite Agency Network (SAN) Group. The experience Nick gained in launching SAN Group prepared him for an instrumental role in the planning, development and launch of the first national alliance for the independent insurance agency channel – SIAA. Nick became president of SAN Group in 1987 and held that position until 2012. He became president of SIAA in 1995.

Nick maintains responsibility for ensuring the smooth operation and management of the national alliance, including business relationships and contractual negotiations with national insurance carriers. He was instrumental in establishing the criteria and compensation for maintaining the quality of SIAA's overall book of business, known as portfolio management, and for which SIAA receives Portfolio Management Service Fees<sup>SM</sup> (PMSF), a national incentive available to member agencies annually.

For many years, Nick was instrumental in expanding the national alliance first-hand, as he traveled extensively to engage and gain partnership with larger retail agencies seeking opportunities for growth, but were unfamiliar with SIAA's unique business model. He maintains ongoing relationships with the owners of those larger retail agencies, but now as owners of Master Agencies within the SIAA alliance.

Nick had a critical role in creating the current SIAA Agreement used with Member Agencies and continues to provide guidance to Master Agency principal owners and recruiters regarding its use.

Responsible for leading SIAA's regional presidents, Nick has ultimate responsibility for sales and new member signings. In that light, SIAA has gained no fewer than 400 new member agencies in each of the last 10 years, having a record 562 new member agencies join the alliance in 2017. Nick ensures that the key stakeholders of master agencies are equipped, trained and mentored to attract new member agencies.

During his tenure as president, SIAA has grown from a fledgling startup to an alliance that has signed 13% of the independent insurance agents in the U.S., writing more than \$8.1 billion in total annual premium.

Nick is a graduate of the University of New Hampshire's Whittemore School of Business and Economics. Prior to joining the Masiello Insurance Agency, Nick held positions with Merchants Insurance Group and USF&G. He has served on a number of insurance company advisory boards.