



Steve Tombarelli

Senior Vice President, Programs & Services
Joined SIAA in 2013



As Senior Vice President of Programs & Services, Steve oversees revenue-generating programs available to SIAA member agencies including the Business Insurance Advantage (BIA) program, Agency Foundation program, Premier Families program, Consolidations (of Non-partner Premium) program, MarketFinder program, and Life & Benefits program.

Steve started at SIAA as a national director and created the BIA program which resulted in increasing member agencies' growth of small commercial premium with our Strategic Partner Carriers, well outpacing the industry average.

In 2019, in addition to his work with the BIA program, Steve was promoted to SVP of Business Expansion and Innovation, focusing on commercial lines growth and the alignment of technology solutions as they were introduced to the industry. In 2021, he was promoted to SVP, Programs & Services to drive significant revenue and growth for SIAA's network of member agencies and master agencies. Steve is responsible for proactively integrating SIAA's programs and services as an essential step in member agencies' growth. He continues to identify new prospective premium growth programs as they relate to SIAA member agencies and the insurance industry overall.

Steve has a wide range of industry knowledge in commercial insurance and is well-acquainted with how insurance carriers and members of the independent agency channel operate.

Prior to joining the SIAA team, Steve held various leadership and sales leadership roles with the national carriers, and has 30 years of sales, sales management, and leadership experience. While at Travelers Insurance, Steve held the roles of Regional Vice President of Sales and Underwriting in four New England states, and Regional Sales Director for all six New England states. Prior to joining Travelers, he was the Small Commercial Sales Director for The Hartford's NERO office.

Steve has a Bachelor of Science in Accounting from Merrimack College in North Andover, Massachusetts. He has a track record of implementing successful business strategies and accelerating growth and market share.

Steve lived in and volunteered as a youth soccer coach for many years in North Andover, Massachusetts. He and his wife currently reside in Acton, Maine.