



Doug Allenbaugh
Chief Partnership Officer
Joined SIAA in 2023



As Chief Partnership Officer, Doug assumes responsibility for SIAA's Revenue Manufacturing Department, focusing on working with the alliance's Strategic Partners to build long-term relationships and drive multi-year distribution strategies. He is an accomplished executive with over two decades of experience in leadership roles across various industries and independent insurance distribution.

Before his current role, Doug served as Executive Vice President, Head of Insurance Distribution at The Marketing Alliance, Inc., (TMA) responsible for driving top-line growth and profitability while managing its largest business unit. Under his leadership, the company successfully implemented solutions that resulted in premium growth, expanded distributor product offerings by negotiating the addition of life insurance and annuity carriers, and led company distribution expansion into Insurtech, FinTech, consumer-direct, and financial institution marketplaces.

Before joining TMA, Doug worked at American Modern Insurance Group and the global reinsurance group Munich Re, where he led executive-level initiatives, including post-merger integration, strategic alliances, and operational efficiency-related initiatives. He also worked at the management consulting firm Accenture, leading teams that enabled clients to become high-performance businesses in various industries.

In 2022, Doug received the ID 20 Award from the National Association of Independent Life Brokerage Agencies (NAILBA), honoring insurance professionals who are trailblazers, change-makers and architects shaping the future of independent distribution.

In addition to his professional experience, Doug volunteers as a Level 4 USA Hockey Coach and serves as Assistant Junior Varsity Ice Hockey Team Coach for St. Louis University High School. He also provides on-ice instruction to blind hockey players at St. Louis Blind Hockey. Doug previously served as Vice President and Board Member of the NAILBA Charitable Foundation.

Doug earned his MBA from the Mendoza School of Business at the University of Notre Dame, graduating with Cum Laude honors, and his BS in Business Administration from the Richard T. Farmer School of Business with a Major in Finance and a concentration in Risk Management and Insurance from Miami University.

Doug resides with his wife and two children in St. Louis, MO.