



Jeff Holmes
Chief Operating Officer
Joined SIAA in 2013



As Chief Operating Officer, Jeff has responsibility for SIAA's day-to-day operational management, ensuring the effective support of its 49 Master Agencies and the thousands of independent insurance agency members across the country.

His broad-ranging responsibilities include the strategic oversight of recruitment initiatives, as well as the development and execution of SIAA's programs and services, ensuring they consistently deliver maximum value to all stakeholders. His purview further extends to AccessPlus (policy placement for member agencies), where he is committed to optimizing performance, fostering growth, and driving success. With his holistic approach, Jeff ensures that every facet of

the organization operates seamlessly and effectively.

Recognizing the importance of both organic growth and recruiting, Jeff has spearheaded initiatives aimed at helping its member agencies grow their businesses and capitalize on opportunities. This focus on balanced growth has positioned SIAA for continued success in the independent insurance agency distribution channel.

Jeff played an instrumental role in the national rollout of the agency development program, successfully strengthening SIAA on a national scale while building a model for all SIAA master agencies. He also created the Agency Growth Coach (AGC) role – a strategic resource designed to assist member agencies, in their own agency locations, with the implementation of growth strategies through coaching, mentoring, education, and consultative services. AGCs work with member agencies, orienting them to the variety of SIAA support services intended to increase agency income and value.

As a senior insurance professional, Jeff has nearly 30 years of management, marketing, underwriting, training, sales, claims management, and risk evaluation experience. He has been published in several insurance industry publications, including *The Standard* and *Property & Casualty 360*.

Jeff and his wife reside on the seacoast of New Hampshire.