



Jim Keane

Vice President, National Sales - East
Joined SIAA in 2016



As Vice President of National Sales for the eastern half of the country, Jim is the liaison between SIAA and its Strategic Master Agency (SMA) leadership, helping them maximize recruiting efforts, organic growth programs, agency development, and member engagement.

Jim provides a thorough understanding of all SIAA revenue-generating programs to SMAs and their Agency Growth Coaches (AGCs), while also promoting best practices. He works with those teams to increase premium with MarketFinder and Program Partners, advancing book roll opportunities, further Business Insurance Advantage (BIA) engagement and workflows, identifying potential Life Insurance producers in the alliance, and boosting Strategic Partner Companies' reach and profitability.

Prior to joining SIAA, Jim's career included experience with Travelers, National General, Nationwide and State Farm. He brings a broad array of knowledge related to the insurance industry and insurance agencies, having started his career with a start-up agency and spending time as a trainer, as well as working with new agents. Jim gained significant insurance knowledge with his immersion in Personal Lines, Commercial Lines, and Agribusiness. He has worked extensively with independent and exclusive agents.

Jim is a graduate of Charter Oak State College in New Britain, Connecticut.