

Steve Tombarelli

Senior Vice President, Programs & Services
Joined SIAA in 2013



Steve Tombarelli, a seasoned insurance executive with over 35 years of experience, is Senior Vice President of Programs & Services at SIAA. In this role, Steve leads revenue-generating activities that foster growth for member agencies in both revenue and premium. He equips new members with the necessary tools and support to build a strong agency foundation while also providing strategies and tactics for maximizing revenue and ensuring sustainable growth.

Steve is responsible for driving significant revenue and growth for SIAA's network of member agencies and master agencies. His accomplishments include integrating SIAA's programs and services, such as Business Insurance Advantage, Agency Foundation, Premier Families, Consolidations, and Life & Benefits, as essential components of member agencies' growth.

Steve's journey at SIAA began as a national director where he created the Business Insurance Advantage (BIA) program, significantly contributing to the growth of small commercial premium with Strategic Partner Carriers and outpacing the industry average. His success in this role led to his promotion to SVP of Business Expansion and Innovation in 2019, where he focused on commercial lines growth and the alignment of technology solutions.

Steve has a strong track record demonstrating his ability to implement successful business strategies, accelerate growth, and increase market share. Prior to joining SIAA, Steve held various leadership roles with national carriers. At Travelers Insurance, he served as the Regional Vice President of Sales and Underwriting in four New England states and as Regional Sales Director for six. Earlier, he was the Small Commercial Sales Director for The Hartford's NERO office.

He holds a Bachelor of Science in Accounting from Merrimack College in North Andover, Massachusetts. Steve volunteered as a youth soccer coach for many years in North Andover, Massachusetts. He currently resides in Acton, Maine, with his wife.