

**Jeff Holmes**  
**President**  
**Joined SIAA in 2013**

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As President of SIAA, Jeff Holmes has been pivotal in shaping the strategic direction and enhancing the operational framework of the organization. His extensive experience, spanning nearly three decades across various aspects of the insurance industry, has been instrumental in SIAA's growth and evolution. Jeff's oversight extends to ensuring the effective support and strategic cohesion of SIAA's master agencies, thereby elevating the collective performance and success of the association.

Under his leadership, SIAA has moved towards gaining operational control of several master agencies, now owning nearly 25% within its collective. This strategic shift promotes efficient support at scale, encouraging innovation and the establishment of best practices that are beneficial across the SIAA ecosystem. Jeff's adept guidance ensures these owned master agencies are effectively integrated, upholding SIAA's stringent operational standards and core values, and enabling the widespread adoption of proven strategies throughout SIAA's broad reach.

Jeff's dedication to strategic growth and the cultivation of organic development is demonstrated by his commitment to increasing value for all involved with SIAA. He has been at the forefront of initiating significant projects, including the national implementation of the agency development program and the creation of the Agency Growth Coach role, aimed at bolstering member agencies' growth and success.

Residing on the seacoast of New Hampshire with his wife, Jeff's influence extends beyond his immediate responsibilities at SIAA. He is acknowledged as a thought leader in the insurance sector, with his expertise and insights featured in prominent industry publications, such as *The Standard* and *Property & Casualty 360*.