

David L Rice Jr. CIC, CBC, CAWC

Senior Vice President, National Sales



David L. Rice Jr. is Senior Vice President of National Sales for SIAA, where he leads our managed master agency recruiters and supports the success of independent insurance agencies across the country. He also serves as President of Michigan Agency Partners, SIAA's master agency in Michigan, and President of Insurance Circle Agency, a retail insurance operation under Sequel Insurance Agencies, part of SIAA's overall ecosystem.

With 27 years of experience in the insurance industry, David has spent his entire career within the independent agency channel, specializing in commercial lines and employee benefits sales and sales management. He is a former instructor for the National Alliance, where he taught the Dynamics of Selling course, combining real-world experience with practical sales strategy.

David holds multiple professional designations, including Certified Insurance Counselor (CIC), Certified Authority on Workers Compensation (CAWC), and Chartered Benefit Consultant (CBC). Beyond his professional career, he is a U.S. Marine Corps veteran, a father of six, and an avid outdoorsman with a passion for big game hunting. His personal accomplishments include climbing Mount Kilimanjaro and completing three sections of the Appalachian Trail, reflecting both his discipline and passion for challenge and adventure.