

Erin Osier

Vice President of Strategic Growth



Erin serves as Vice President of Strategic Growth for SIAA – The Agent Alliance, where she is responsible for driving growth for members, master agencies, strategic carrier partners, and Agency Growth Coaches. In this role, she works across the alliance to strengthen alignment, enhance collaboration, and support continued business growth through thoughtful engagement, data-driven insights, and expanded opportunities.

Erin brings extensive experience in insurance, organizational development, and leadership, including a longstanding tenure with Holmes Murphy and Associates. She began her insurance career as a personal lines and commercial lines underwriter at Nationwide. In over 20 years on the independent agency side, she has held roles in account management, member-owned group captive management, marketing, carrier relations, and large commercial account production.

Erin earned her Master of Business Administration from the University of Colorado and holds multiple industry designations, including Chartered Property Casualty Underwriter (CPCU), Certified Risk Manager (CRM), and Associate Risk Manager (ARM). She has also been active in professional and community leadership, including service on the United Way Women United Engagement Committee and as Board Chair of the Grange/Integrity Insurance Agency Advisory Board.

Erin resides in Iowa with her husband, John, and their daughters, Kate and Quinn. Demonstrating her leadership and strategic vision, she fosters strong alignment, encourages collaboration, and helps deliver lasting value to stakeholders throughout the alliance.