

Ian Exelbert

Chief Operating Officer, SIAA – The Agent Alliance



As Chief Operating Officer of SIAA – The Agent Alliance, Ian provides enterprise leadership across the organization’s owned Master Agency network, with responsibility for operational performance, strategic alignment, and scalable growth. With more than 15 years of experience spanning retail agencies, master agencies, and financial services, Ian brings a disciplined, operator-focused approach to advancing SIAA’s long-term strategy.

Under Ian’s leadership, SIAA has acquired control of several Master Agencies and now owns more than 25 percent of the collective network. This strategic shift enables support at scale, accelerates the adoption of best practices, and strengthens performance consistency across the broader SIAA ecosystem while maintaining rigorous operational standards and core values.

Ian has played a key role in SIAA’s growth and evolution, leading initiatives that improve profitability, drive organic growth, and enhance the strategic use of data. His work supports long-term value creation for agents, partners, and stakeholders, including the continued advancement of SIAA NXT.

Prior to joining SIAA, Ian began his career in public accounting as a CPA with Deloitte & Touche before moving into senior operational and executive roles across financial services and insurance. He later served as President of U.S. Bank in Glenwood Springs and as CEO of Glenwood Insurance and Continental Insurance Agency Alliance. Following their acquisition by SIAA in 2021, Ian continued with the organization, most recently overseeing the West/Central Region.

Ian is recognized for scaling growing organizations, strengthening financial performance, and building high-performing teams. His leadership style blends financial discipline, operational excellence, and deep knowledge of the independent agency model, with industry perspectives featured in publications including *The Standard* and *Property & Casualty 360*.

Ian is a Certified Public Accountant and holds the Certified Advisor of Personal Insurance (CAPI) designation through the Wharton School. He resides in Colorado with his wife, Niechelle, and their six children. They enjoy spending time outdoors and participating in a wide range of sports and recreational activities.