

Jerry Thacker

Director of Business Development, Commercial Lines



Jerry serves as Director of Business Development – Commercial Lines at SIAA, supporting the organization’s ongoing commitment to strengthen commercial lines capabilities across the national alliance. In this role, he leads initiatives designed to help Master Agencies and Member Agencies expand commercial lines proficiency through scalable education, producer development, and strategic carrier engagement. His focus is on equipping agencies with the training, tools, and support needed to grow premium and compete more effectively in today’s evolving commercial marketplace.

Prior to joining SIAA, Jerry spent more than eight years with one of SIAA’s master agencies, AHA Insurance Network, most recently as Regional Vice President, where he worked closely with independent agencies throughout Kentucky to drive growth, provide sales coaching, and support strategic development. His earlier role as Agency Growth Coach reflects the strong relationship-building and business development skills that have defined his career.

Jerry brings extensive experience in insurance and risk management, backed by a bachelor’s degree in Insurance and Risk Management from Eastern Kentucky University. His background spans personal and commercial lines, lead qualification, and agency development, with recognized strengths in team leadership and client relations. He is also an active thought leader in the industry, with published articles in *The Standard* and *Insurance Thought Leadership* that help independent agents navigate the transition into commercial lines and strengthen their overall sales approach.

Known for his collaborative leadership style, Jerry is committed to empowering agencies and fostering the confidence and skill sets needed to succeed in commercial insurance. His dedication to advancing education, strengthening carrier relationships, and supporting agency growth aligns directly with SIAA’s mission to help independent agents thrive.