

About Bill Tyson

Bill Tyson has a 26-year track record of building multi-channel marketing businesses, domestically and internationally. His strengths are in developing and executing marketing and sales strategies, business development, product and service innovations, benefits, risk management and leveraging Internet-based technologies.

Bill is a native of the Main Line in Pennsylvania, who was born with an entrepreneurial spirit and a passion for marketing and sales. After completing High School at Lower Merion, he went to Temple University where he graduated with a bachelor's degree in Insurance and Risk and Business Law while working full-time running a fish, fruit and produce business. Bill entered the insurance industry by working briefly at the family insurance agency, Joseph H. Tyson & Co. as a licensed P&C agent. In January 1983, he was hired as a risk underwriter trainee at the Life Insurance Company of North America (LINA) of CIGNA Corporation. Within the first year, he was promoted to Assistant Manager – Association Group Division where he oversaw several functions and important accounts: risk underwriting, marketing and sales.

In 1985, he then joined American Life Insurance Company (ALICO), which is now a recently acquired division of MetLife, Inc., as a global underwriter for the Accident and Health Profit Center. He moved to East Africa as Regional Director and Spent 2 years living and working in Nairobi, Kenya when he was promoted to Profit Center Manager Accident and Health. In 1990, Bill rejoined CIGNA but on the International side and became Regional Director of the Direct Marketing and A&H Division for the Pacific Rim where he lived and work in Hong Kong. In September of 1992, he won the "Most Profitable Operation" award and then returned to the US to manage the Global Purchase Protection program.

In 1994, Bill moved to the brokerage side of the insurance business by joining Jardine Group Services, Jardine Matheson's affinity group brokerage operation based in Albany, NY. As Senior Vice President, Account Management and Marketing Director in charge of the B2C and B2B multi-channel insurance program business (managing approximately \$100 million in premiums across 25 accounts). He also worked on a bank joint venture in the Philippines selling A&H and Personal Lines products to bank customers. He has held the position of Chief Marketing Officer for AGIA, Vice President at Vertis Communications and more recently, Executive Vice President and C.O.O. of AMPAC Insurance Marketing, Inc. of Woodland Hills, CA. He served on the Board of Directors of the Professional Insurance Marketing Association and the International Mass Marketing Association. He resides with his family in Santa Rosa Valley, CA and enjoys fishing, gardening and tending to his orchard.

E-mail: bill@strategicmarketingplus.com