



Bill Tyson has a 22-year track record of building multi-channel marketing businesses, domestically and internationally. His strengths are in executing marketing and sales strategies, business development, product and service innovations, benefits, risk management and more recently, 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. He literally "filleted his way through university"! It was during this time that he learned the necessary skills and work ethic that would aid him throughout his career.

Upon graduation, 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. Never one to rest on his laurels, Bill set his sights on the international insurance marketplace by joining AIG as the Worldwide Underwriting Director, Accident and Health. Within 2 years he was appointed Regional Director of East Africa. In 1988, he was promoted from the Regional East Africa post to become one of the youngest Profit Center Managers at AIG, managing the growth and profitability of a \$70 million premium budget throughout 28 different country direct marketing operations (ex-Japan). By March 1990, Bill returned to his CIGNA roots, but this time, on the international side as Regional Director, Pacific Rim – based in Hong Kong where he managed direct marketing operations serving programs sponsored American Express, Chase Manhattan Bank and Citigroup and others.

In 1992, he achieved the “Most Profitable Operation” award, moved back to the US to run the global American Express Purchase Protection program and create a global training program for his division (he later branded and rolled out as “ProTrack – training tracks for professional growth”). In 1994, Bill moved to the brokerage side of the business by joining JLT 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), Bill was the architect and creator of Community Bank Insurance Brokers, LLC, a bank assurance joint venture between JLT and Cohoes Savings Bank. To build critical mass in order to complete a spin-off, he quickly orchestrated 3 successful agency acquisitions. CBIB enjoyed high sales growth and penetration rates through direct marketing and branch level selling. The bank was soon acquired and JLT Services sold its share in CBIB to Hudson River Banking Corporation. Bill also created a very successful MGA and profit center brand named “Protection Advantage”. Focused on professional liability insurance for attorneys, management consultants and financial advisors, Protection Advantage grew from start-up to approximately \$15 million in annual premiums by 2001.

In 1998, he was appointed to lead JLT’s global eCommerce effort with the formation of JLT InterActive (JLTi), the interactive services ASP and eCommerce division. He successfully web enabled several core businesses and (under the brand My Member Benefits.com) delivered the strategic alliance with Corporate Yahoo! In July 2002, Bill left JLTi and formed Affinity Matrix, L.L.C., a marketing and sales performance improvement company. He has also published The Competitive Intelligence Center, developed the Collaborative Sales Force™ platform, co-chaired PIMA’s MarkeTTech annual marketing and technology conferences in 2001, 2002 and 2003 and served on the 2005 CEO Search Committee. He recently served as Senior Vice President and Chief Marketing Officer of AGIA Insurance Services, the leading private affinity group insurance services company in the U.S. He now serves as Vice President, National Sales leading a team of sales professionals at Vertis, Inc., one of the largest marketing services companies in the US.