



## Jim Bishop, AVP Marketing

---

Jim joined us on February 25th as Area Vice President - Marketing. He is responsible for hci's brokerage sales and marketing activities nationwide. Working with the brokers in each of our offices, he manages the process of identifying and developing new retail agent relationships. Jim directs our ARM and Agent Assist initiatives, and is charged with increasing our sales effectiveness by building and implementing individual marketing plans. He also acts as a liaison with our market partners and works to maintain and build on the productive carrier relationships we have in place. In addition, Jim will work as a broker developing his own book of business.

Jim earned a Bachelor of Science Degree from The University of Connecticut and an MBA in Marketing from Fairleigh Dickinson University. He started his career in the insurance industry with AIG as a Business Analyst in the technology area. From there he went to Princeton Insurance Company where he was Marketing and Communications manager. He left Princeton in 2004 to take a position as Marketing Vice President for First Professionals Insurance Company (FPIC) where he was responsible for agency management, product development, and company communications and advertising.

Jim Bishop, AVP Marketing  
[Jim\\_Bishop@hciusa.com](mailto:Jim_Bishop@hciusa.com)

719.219.2646

7011 Campus Drive Suite 200, Colorado Springs, CO 80920

[www.hciusa.com](http://www.hciusa.com)