

James W. Greer, CPCU
President, AE21 Incorporated
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EXECUTIVE SUMMARY

Mr. Greer's experience spans twenty-nine years in the insurance and claims administration industry, beginning with a variety of field and home office assignments with Aetna Life and Casualty's P&C Claim division. After excelling as a claims professional in various field and home office management positions, he became a key participant in several business and process re-engineering initiatives that brought dramatic change and increases in quality, customer satisfaction, and profitability to Aetna's Commercial Insurance Division in the early 1990's. Since 1992, Greer has been actively involved in the professional development and performance of insurance claims professionals, and, as founder of AE21 Incorporated, provides adjuster training and continuing education, expert witness, consulting and association management services, and leads catastrophic adjusting teams during times of crisis. Through AE21, Mr. Greer owns the Association of Property & Casualty Claims Professionals (PCCP) and manages the Association of Workers' Compensation Claims Professionals (WCCP), the largest licensed providers of insurance claims-related continuing education and professional development, serving a combined membership of over 10,000 claims professionals across Florida and the nation.

Specific achievements also include competency-based intermediate, advanced and board certification training and development programs for adjusters, and, through AE21 Online, the country's largest catalogue of online adjuster licensing, claims training and continuing education programs for all lines of claims expertise.

Mr. Greer is a graduate of Southeastern Louisiana University. He attended Louisiana State University School of Law and holds the Workers' Compensation Claims Law Associate ("WCCLA") and Certified Property and Casualty Underwriter ("CPCU") designations. He is also a member of the Suncoast Chapter of the Society of CPCU and remains a licensed adjuster in both Florida and Mississippi.

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EXECUTIVE SUMMARY

A versatile, results-oriented leader, insurance professional, and claims expert with an exceptional record of accomplishment in providing the vision, leadership and expertise that builds and maintains high performance teams, successful claims operations, and profitable organizations.

PROFESSIONAL EXPERIENCE

AE21 Incorporated

1997 - Present

President and Founder, Tampa, FL

- Owner of Association of Property & Casualty Claims Professionals (“PCCP”) and Executive Administrator of Association of Workers' Compensation Claims Professionals (“WCCP”), Florida’s largest continuing education providers, serving the interests of over 10,000 claims professionals and employers across Florida and the nation.
- Educational provider for Windstorm Insurance Network; provides certification services for more than 1,000 adjusters, agents, attorneys, accountants, contractors, and others at each annual Windstorm Insurance Conference
- Recognized claims expert, public speaker and instructor across Florida’s insurance claims community, with specific emphasis on workers’ compensation and property lines. Input frequently sought by Florida Department of Financial Services as Florida’s “voice of claims”. Provides training, continuing education, expert witness and consulting services in property, casualty and workers compensation claims handling.
- Led a team of 62 independent adjusters on behalf of Texas Windstorm Underwriting Association following Hurricane Ike; led a team of over 100 independent adjusters in adjustment of Hurricane Katrina catastrophic property losses for Mississippi Wind Underwriting Association in Hancock County, MS.
- Developed modular claims training programs for multiline claims professionals, advanced W/C Board Certification programs for W/C adjusters, and nation’s largest suite of online claims training programs for all lines of claims business.
- Successfully developed and launched Florida’s 1st Online ‘All-Lines’ Adjusters Licensing program and designed and developed “Mastering Management”, the claims industry’s first and only leadership/management development program designed exclusively for managing claims professionals.
- Best Practices leader. Developed, marketed, sold and implemented industry’s first commercially available “Best Claims Practices” for Auto, General Liability and Workers’ Compensation Claims Management Practices to two of Florida’s largest municipalities. Authored “Best in Class Claims Management” article published as Feature Article by National Underwriter’s Claims Magazine in February 2007.
- Has served for over 11 years as retained consultant for Florida Self Insurance Guaranty Association’s Reserve Adequacy Audits and Loss Portfolio Evaluations.
- Frequent contributor, speaker and instructor for International Association of Industrial Accident Boards and Commissions (IAIABC), a national association of governmental agencies that administer and regulate their jurisdiction’s workers' compensation acts.
- Visionary, creative force and administrative services provider for Florida’s Association of Workers’ Compensation Claims Professionals (WCCP), Florida’s largest non-profit association of W/C claims professionals. Increased scope of WCCP’s leadership role in W/C community and revenue base by over 250% over past 10 years.

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CARE SYSTEMS/IHDS CORPORATION, Dallas, TX
Regional Vice President, Tampa, FL

1995 - 1997
 1996 - 1997

- Field Operations leader for large multi-line TPA covering Eastern U.S. Increased market by 400% and revenues by \$10.6 Million; reversed deteriorating margins, improved quality of service, and increased Eastern Region Division profitability by 30%.
- Provided claims expertise and guidance for workers' compensation and liability lines for national employers including, but not limited to, K-Mart and Nabisco.
- Founded Florida's first multi-client, integrated workers' compensation managed care and liability claim services TPA, offering high quality, customized claim service to Florida employers, including, but not limited to Tampa General Hospital, Florida Power, Mt. Sinai Medical Center and Hillsborough County.

AETNA LIFE AND CASUALTY CO., Hartford, CT
W/C Manager, Florida Claim Service Center, Tampa, FL

1980 - 1995
 1992 - 1995

- Created high-intensity, service-oriented organization for national account and self-insured employers; reduced expense by 40%; staffed for exceptional quality/service; 100% retention record (1992-1995). Built and led total staff of 54 workers' compensation claims adjusters, professionals, and supervisors, ultimately forming one of Florida's strongest performing teams of claims professionals.
- Appointed as Workers' Compensation Manager for all Florida operations in Aetna's Florida Claim Service Center, responsible for over \$500 MM in case basis reserves and some of Aetna's largest national accounts.
- Recognized leader across Aetna claim family, from Home Office to Field; led re-organization/re-engineering team for design, development and implementation of Florida's [Tampa] Claim Service Center, going "live" in Tampa in July 1992, just in time to meet the claims response needs of Hurricane Andrew.
- Promoted to Assistant Claims Manager for workers' compensation and liability claims operations in Aetna's Jacksonville, FL branch office (1991)
- Promoted to Sr. Consultant in Aetna Home Office (Hartford, CT), serving Field Office Performance Team. Responsible for best practices design and implementation, field operations claims audit and training (1991). Served as Claims Consultant in Aetna Home Office (Hartford, CT) in Hazardous Waste and Toxic Tort Litigation Unit (1989 - 1991).
- Various multi-line field management and claims positions in Baton Rouge, Lafayette and New Orleans, LA (1980 - 1991).

RELATED PROFESSIONAL EXPERIENCE & ASSOCIATIONS

Member, Society of CPCU- SunCoast Chapter
 Former President/Board of Directors & Current Executive Director:
 Association of Workers Compensation Claim Professionals (WCCP)
 President: Association of Property & Casualty Claims Professionals (PCCP)

PROFESSIONAL DESIGNATIONS/EDUCATION

Florida and Mississippi Independent Adjuster's Licenses
 Certified Property & Casualty Underwriter (CPCU)
 Workers' Compensation Claim Law Associate (WCCLA)
 LSU School of Law 1977 - 1978
 Southeastern Louisiana University BS - 1977