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PROFESSIONAL SUMMARY

A senior insurance professional with 40+ years of experience in marketing, underwriting, management, reinsurance and consulting. Skilled at developing new programs and organizing and improving existing core functions.

UNIVERSITY OF CONNECTICUT, School of Business, Storrs, CT ADJUNCT PROFESSOR

2006 – Present

Adjunct Professor of Risk Management and Insurance and Resident Executive charged with assisting Department Chairman in expanding student enrollment in the Risk Management and Insurance major and corporate outreach program. Currently involved in developing undergraduate degree programs that prepare students to sit for CPCU examinations.

INDEPENDENT CONSULTANT Licata Insurance Consulting, LLC

2004 – Present

Completed assignments in insurance and reinsurance program management; homeowners program development; identification of synergistic business partners; development and implementation of an underwriting audit and training program; organizational analysis and implementation of revised staffing plans for a satellite underwriting department; development of business plan, operational, implementation and staffing plans for a start-up workers compensation company; and completed a comprehensive redesign of program pricing for a major managing general agency specializing in community associations.

DIRECT RESPONSE CORPORATION President, Connecticut Life and Casualty Insurance Company (CL&C)

2001 - 2004

Supervised CL&C's Meriden, CT location while coordinating consolidation with DRC's White Plains, NY headquarters as a member of DRC's senior management staff. Consolidation resulted in the closure of DRC's White Plains office and relocation of the National Headquarters to Meriden, CT. My major responsibilities included: CL&C staff transition management; introduction of DRC to CT and Meriden legislators and business development leaders; migration to an auto only approach requiring the cessation of risk assumption for property lines and an successful book roll to an agency Homeowners company; assumption of responsibility for all home office and field office underwriting; participation in two significant acquisitions which more than doubled the company's size and added two additional underwriting centers.

WEISS FINANCIAL GROUP President, Connecticut Life and Casualty Insurance Company (CL&C)

1989 - 2001

Developed, organized and activated a company to write personal lines. This company, the first general lines company to be licensed in Connecticut in 103 years, was operational six months from the start of the business plan.

Concurrent with the activation of CL&C, streamlined and organized the personal lines agency operation; developed a new budget and control process for Weiss Financial Group; took over the supervision of the commercial lines agency operation; and supervised all other operational aspects of the company. As an employee of the holding company, responsibilities included supervision of this insurance company, and the exploration of new ventures in the personal and commercial markets.

CL&C produced a consistent record of underwriting profits through the use of a very disciplined approach to risk selection starting at the point of sale. In 1994 CL&C was in the top 50 Personal Lines companies in the state and has ranked number 1 for its loss ratio and its complaint free record. It has successfully passed every reinsurer audit conducted and received perfect scores from two Insurance Department's Market Conduct examinations.

At year-end 2000 the company generated \$15,000,000 in personal lines premium with average loss ratios in the upper 50's. Aggressive out bound approach to sales and a preferred underwriting approach contributed to this success. This business model and the company's results attracted the interest of Direct Response Corporation

(DRC). CL&C was sold to DRC in June, 2001.

INDEPENDENT CONSULTANT

1987 - 1989

Brought a start-up lawyers' professional liability company through a feasibility study, development of the business plan, organization of a reinsurance program with A+ companies, identification of key personnel all to the point of finalizing its permanent capitalization. Developed underwriting and claims guides, policy forms and applications and the preliminary design of automated systems.

ORION GROUP, Farmington, CT
President, Eastern Division

1976 - 1987

1984 - 1987

Responsible for one of five field divisions consisting of four offices, 150 people, \$35 million in written premium and the combined Security and EBI operations. **Major accomplishments included:** Consolidated the former SIG and EBI production/claims facilities; implemented aggressive risk improvement programs; redirected the production efforts toward heavily compensation oriented EBI type accounts.

Executive Vice President, EBI Northeast Region

1982 - 1984

Managed a start-up region utilizing EBI's highly successful, service oriented approach to the sales and maintenance of workers compensation accounts. **Major accomplishments included:** Led a start-up staff of 5 people and a 250,000 budget to produce \$20 million in premium in less than three years; successfully developed an agency plant of 60 agents producing an average of \$250,000 each; produced a 46% A/Y loss ratio at year end 1985; placed Orion in the top 10 compensation writers in the state.

Vice President, Special Assignments

1981 - 1982

Major accomplishments included: Assumed transition management of the Chicago office of Employee Benefits Insurance Company (EBI), to supervise an orderly transition after the resignation of the executive vice president and 28 of his staff; achieved first consolidation of Security Insurance Group (SIG) and EBI operations utilizing EBI personnel and agents to sell SIG products; as Underwriting VP, temporarily managed the SIG Richmond office while recruiting a permanent replacement.

Vice President, Underwriting

1980 - 1981

Responsible for consolidating and managing the Personal and Commercial underwriting departments. Assumed additional field authority to supervise three offices requiring assistance in production and administration. **Major accomplishments included:** Simultaneously trimmed department expenses by 25% and improved Home Office efficiency and control of the field process; completely revised the field underwriting guide, creating a more consistent philosophy; developed an improved reporting and control system; improved new business production in the three offices by 15% - 25% through extensive agency visits, revised incentive programs and improved service.

Vice President, Field Operations

1978 - 1980

Responsible for all 10 offices generating premium in excess of \$90 million, 250 employees and a \$7 million budget.

Assistant Vice President, Property Insurance

1976 - 1978

Responsible for a Home Office staff and products generating \$16 million in premium.

AETNA INSURANCE COMPANY, Hartford, CT
Superintendent, Product Development

1973 - 1976

Responsible for the development and evaluation of new product activities, generation of competitive rates for all lines and participation in major marketing projects.

AETNA LIFE AND CASUALTY, Hartford, CT	1963 - 1973
<u>Superintendent</u>, Comm'l Property Dept., Boston, MA	1971 - 1973
<u>Superintendent</u>, Comm'l Property Dept., Bridgeport, CT	1968 - 1971
<u>Underwriter</u>, Comm'l Property Dept., Bridgeport, CT	1966 - 1968
<u>Underwriter</u>, Comm'l Property Dept., Buffalo, NY	1964 - 1966
<u>Trainee</u>, Comm'l Property Dept., Hartford, CT	1963 - 1964

EDUCATION

B.S. Degree, Business Administration (Finance), 1963
University of Connecticut, Storrs, CT

CPCU Designation, 1974
AIM Designation, 1987
Certified Insurance Consultant – Licensed with State of Connecticut
Inducted into the University of Connecticut, School of Business Alumni Hall of Fame, 1998

PERSONAL DATA

Date of Birth: November 27, 1941; Married; Two children
Interests: Mentor - UCONN Graduate Business School, Instructor - CPCU, swimming, golf, skiing