

## MARTIN K. RIDGERS, CPCU

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Professional Insurance Executive who has earned the respect of the top brokers, carriers, reinsurers and customers worldwide, possessing demonstrated leadership skills in marketing, production, underwriting, account management, reinsurance and risk management. Seasoned executive who has built and grown a successful underwriting operation, has managed & motivated teams, and has consistently met or exceeded annual net profit, ROI, and revenue targets. Highly credentialed and professionally active in helping the insurance industry evolve to meet the changing needs of the marketplace.

### MAJOR CAREER ACCOMPLISHMENTS

- ♦ Instrumental in increasing income and client relationships.
- ♦ Managed and produced risks with major global and national customers including: Disney, Phillip Morris, Warner Brothers, American Express, Olympics, NASCAR, US Army, BBC, Viacom, Live Nation, World Cup, Indy Racing, as well as high profile dignitaries such as Presidents, Senators and the Pope.
- ♦ Founding member and partner of Entertainment Brokers International (a Managing General Agency); managed underwriting and production operations.
  - Obtained and sustained insurance companies for the MGA
  - Accomplished underwriting profit for the insurance lines of business
  - Presented to and maintained treaties and faculty relationships with reinsurers
  - Key to the planning and operations of the MGA, and ultimately sold the business at a profit
- ♦ Successfully managed and motivated an underwriting team of 50+ people, including development and delivery of effective training to production underwriters.
- ♦ Creator and board member for the North American Contingency Association (NACA); organization was formed to professionalize the contingency line of insurance.
- ♦ Created new policy wordings for difficult risks and forms still utilized by insurers covering entertainment, sports and leisure exposures today, including:
  - Contingency: Event Cancellation, Non-Appearance, Pay Per View, Prize Indemnity and others
  - Inland Marine: Theatrical, Motion Picture and Television Portfolio, DICE and other inland marine policies
  - General Liability extensions: SIR endorsements, Entertainment Exclusions and worldwide extensions
  - Other policies and forms: Media Perils policies, Umbrella, Excess, and Property Policies

### PROFESSIONAL EXPERIENCE

**Marsh USA**

2013 – 8/2015

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#### Senior Vice President

- Added income to existing client relationships and provided a differential when developing prospects with significant customer basis in targeted areas of growth
- Domestic and international exposures
- Developed a new approach to create acceptance of partnering with the Entertainment Practice
- Developed and implemented a training for people in the Entertainment Practice
- Created Marsh specific policy forms
- Created new relationships with key insurance markets

**M Ridgers LLC**

2012-2013

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**Owner**

- Partnered with a broker on how to set up their Entertainment Practice
- Partnered with a broker to create broker specific forms for specialized risks
- Partnered with an insurance company to create policy forms, underwriting guidelines and prepare for filing

**FIREMAN'S FUND INSURANCE COMPANY – Allianz Company**

2011 – 2012

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**Director of Underwriting**

- Grew existing broker relationships and developed new brokers with significant customer basis in targeted areas of premium growth
- Drove premium increases by adding a Canadian Team and developing new products and risk classifications
- Managed domestic and international underwriting
- Created and implemented new system programs, guidelines and products

**ENTERTAINMENT BROKERS INTERNATIONAL - OneBeacon Insurance Group**

1989 – 2010

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**Senior Vice President, Partner and Director of Underwriting and Marketing, Senior Account Executive; 1989 – 2010**

- Increased premiums to over \$75 million
- Branded the image of the company and managed domestic and international marketing
- Successfully nurtured and maintained major customers
- Developed and implemented a new training model for underwriters
- Created and deployed new system programs and products
- Established and implemented underwriting manuals and policies
- Submitted and obtained filing approvals with State Departments
- Developed and executed treaties, underwriting reports and presentations to reinsurers
- Targeted and coordinated with issuing insurance companies
- Developed, expanded and improved product lines offered to customers
- Managed the claims and underwriting department
- Key player in the sale of the company to OneBeacon Insurance Group

**EDUCATION**

1992 Chartered Property Casualty Underwriter – CPCU  
1982 Business Diploma – Acton College, London England

**PROFESSIONAL ORGANIZATIONS**

PLASA (Rental Association), CPCU, AICP (Association of Independent Commercial Producers, IICF (Insurance Industry Charity Foundation), NACA, Contingency Association London.