

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



Mr. Greer's experience spans more than thirty-eight (38) 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 business and process re-engineering initiatives that brought dramatic change and increases in quality, customer satisfaction, and profitability to Aetna's Commercial Insurance Division by the mid 1990's.

In the two decades since founding AE21 Incorporated in 1997, Greer's expertise in claims consulting, auditing, and expert witness services has been sought by insurance carriers, third-party administrators, and public and governmental entities across the nation. As a recognized expert in both Workers' Compensation and Claims Practices, his knowledge and experience has been accepted in both State and Federal Courts.

Greer has also been personally involved in the professional development and performance of insurance claims professionals and, through AE21 Online, currently provides online adjuster licensing, training, and continuing education across the nation. Specific achievements also include competency-based intermediate, advanced and board certification training and development programs for adjusters. AE21 Online currently provides the nation's largest catalogue of online adjuster licensing, claims training and continuing education programs for all lines of claims expertise in seventeen states, including Alabama, Florida, Georgia, Louisiana, North Carolina, Texas, and many others.

Mr. Greer is native of Biloxi, Mississippi and 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 a former contributing author of the popular Florida Workers' Compensation Handbook, published by LexisNexis. He is also a member of the Suncoast Chapter of the Society of CPCU and 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 AE21 Incorporated, one of the nation's largest online licensing, training, and continuing education providers *exclusively dedicated* to and serving the interests of insurance carriers and their claims adjusters, independent adjusters and claims professionals, and self-insured employers across the U.S.
- Renowned claims expert in Workers' Compensation and Claims Practices, Greer has been accepted in both State and Federal Courts, where he provides consulting, audit, and expert witness services in all lines of claims business, including auto/general liability, workers' compensation, property, and complex litigation.
- Through AE21 Online, provides the nation's largest suite of internet-based, online adjuster licensing, training and continuing education programs dedicated exclusively to the claims adjusting discipline in all lines of claims business including, but not limited to auto and general liability, property, admiralty, Jones Act, and both federal and state workers' compensation claims handling across multiple jurisdictions.
- Was the first to introduce online adjuster licensing, training and continuing education in Florida in 2004 and has since expanded AE21's services across 17 states.
- As Executive Director from 1998-2012 was the visionary leader for the Association of Workers' Compensation Claims Professionals (WCCP), Florida's largest non-profit association of W/C claims professionals. Increased scope of WCCP's role in W/C community and revenue base by over 250%.
- Educational provider for Windstorm Insurance Network, National Association of Catastrophe Adjusters, Xactware, and numerous entities throughout the nation; provides certification services for adjusters, agents, attorneys, and other professionals.
- 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 in property & casualty and workers' compensation claims, as well as "advanced" W/C Board Certification programs for workers' compensation adjusters and claims professionals.
- In 2004 and 2007 successfully designed, developed and launched Online "All-Lines" Adjusters Licensing programs, approved by the Departments of Insurance/Financial Services in both Texas and Florida.
- Developed, marketed, sold and implemented industry's first commercially available "Best Claims Practices" for Auto, General Liability and Workers' Compensation Claims Management Practices for carriers, self-insured employers, public entities and municipalities. Authored "Best in Class Claims Management" article for National Underwriter's Claims Magazine in February 2007. Currently a contributing "Claims Practices" author for the popular Florida Workers' Compensation Handbook, published by LexisNexis.
- Serves as retained consultant for Florida Self Insurance Guaranty Association. Has provided Workers' Compensation Reserve Adequacy Audits and Loss Portfolio Evaluations for over 14 years.

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

1995 - 1997
1996 - 1997

- Founded Florida's first multi-client, integrated workers' compensation managed care/liability claim services TPA, offering customized claim service to Florida employers, including, but not limited to Tampa General Hospital, Florida Power, Mt. Sinai Medical Center and Hillsborough County. Provided claims expertise and guidance for workers' compensation and liability lines for national employers including, but not limited to, K-Mart and Nabisco. 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%.

AETNA LIFE AND CASUALTY CO., Hartford, CT
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 auto, general liability, and workers' compensation 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