

# **CHARLES L. RUOFF, CPCU**

## **CR MARKET STRATEGIES INC.,**

PRESIDENT & FOUNDER (2003 - present)

Formed a consulting company to work with clients on insurance and risk management related strategies and business development projects. Clients have included Acordia, Wells Fargo and The Treiber Group  
New York State Consulting License # C3-697380

## **ACORDIA, INC.,**

SENIOR VICE PRESIDENT, CHIEF MARKETING OFFICER AND DIRECTOR (1998 – 2003)

Responsible for key insurance market relationships, market security operations, technology, communications, public relations, practice groups, meeting planning, advertising, international strategic partnerships and Bermuda management and broking operations. As part of management group sold company to Wells Fargo in 2001 and retired on December 31, 2002.

## **AMERICAN INTERNATIONAL GROUP**

PRESIDENT, COMMERCIAL ACCOUNTS DIVISION (1997 – 1998)

Responsible for implementing new home office and field operations to support increasing penetration of commercial market accounts with \$100 – 700 million in revenue. Established 10 regional management offices and 12 branch offices having 1,200 professional staff with approximately \$2 billion of Gross Premium Written across all property casualty product lines.

## **SEDGWICK, INC., (1982 – 1997)**

EXECUTIVE VICE PRESIDENT, GLOBAL BROKERING DIRECTOR (1993 – 1997)

Responsible for Global Broking operations in North America, which included traditional risk transfer and non-traditional risk finance for top 100 retail clients into the world marketplace. Worked with colleagues in European Global Broking (London) and Asia Pacific Global Broking (Sydney) on risk strategies and utilization of worldwide resources of markets. Formed Sedgwick Alternative Risk (ART) Group from North American colleagues in retail, wholesale and reinsurance divisions to bring greater awareness and application of alternative risk treatments to clients and prospects. Concluded financing of several self-insured reserve buy-outs, portfolio transfers of captive reserves, private placement of catastrophe bond, risk exchange reinsurance, blended finite risk products and other similar transactions.

SENIOR VICE PRESIDENT, NATIONAL BROKERING DIRECTOR (1988 – 1993)

Responsible for National Broking operations in the U.S., which included overall direction of broking professional staff, maintaining close relationships with senior executives of major insurance markets, assistance with market strategy on major client business and market security. Participated as broking representative on Sedgwick Worldwide Strategies Planning Group and as special assistant to Sedgwick Chief Executive and Group Deputy Chairman (London) leading to major worldwide reorganization in 1990.

SENIOR VICE PRESIDENT, CLIENT SERVICES (1982 – 1988)

Rejoined Fred S. James & Company, Inc. as Senior Officer for Corporate Special Client Service, which included risk management financial consulting (4 regional offices), claims management services (20 offices), loss control consulting (15 offices) and Bermuda Captive Management office.

## **THE CONTINENTAL CORPORATION**

SENIOR VICE PRESIDENT, DIRECTOR OF MARKETING (1980 - 1982)

Responsible for marketing coordination of all affiliated companies within the corporation reporting to the Chairman and CEO. Developed programs for cross-selling of products and services to agents and brokers through the development of Continental Risk Services in New York, California and Bermuda. Prepared initial planning study for senior management directed to national broker relationships, which later culminated with formation of National Broker Services

## **FRED S. JAMES & COMPANY**

SENIOR VICE PRESIDENT, RISK MANAGEMENT SERVICES (1978 – 1980)

Responsible for the development of risk management casualty cash flow programs including self-insurance and captive formation. Assisted offices countrywide although primarily assigned to the New York Profit Center. Established the Bermuda office in 1978 and arranged the first three captive management contracts for Fortune 1000 clients. Developed the first association captive program in 1979, and established expanded management services to include reinsurance brokerage in Bermuda.

## **JOHNSON & HIGGINS**

VICE PRESIDENT (1968 – 1978)

DIRECTOR, SPECIAL PROJECTS DEPARTMENT (1972 – 1978)

Transferred to newly formed Special Projects Department in 1972, which was organized to support the handling of the Washington, DC, Transit System Construction Project in conjunction with the dedicated services office in Washington, DC. In 1974, the Special Projects Department assumed responsibility for the organization of client feasibility studies on alternative risk financing programs and captive insurance company formation as well as client presentations and implementation of such programs.

MANAGER COMMERCIAL PACKAGE DEPARTMENT (1968 – 1972)

Joined Johnson & Higgins as an assistant manager of Commercial Package Department, with responsibility for a team of 5 account managers. Became Manager of the Department in 1970 with total staff of 12 people.

## **CONTINENTAL INSURANCE COMPANIES**

ASSISTANT MANAGER (1956 – 1968)

Joined Continental Insurance as a trainee in the property/inland marine department. Transferred to the multi-peril department in 1960 and was assigned the development of the new Comprehensive Business Policy independent filing package policy. In 1962, was transferred to the National Accounts Department involving custom programs for major commercial accounts with national broker firms. In 1965, was temporarily assigned to Continental's World Fair pavilion as Assistant Manager of the exhibit facility.

## **EDUCATION**

Bachelor of Science, Accounting, St. Peter's College, 1964

Master of Business Administration, Finance

St. John's University, School of Risk Management and Actuarial Science, 1973

Certified Property Casualty Underwriter designation, 1968

Management Program, Oxford University at Templeton UK, 1992

Doctor of Laws (Honoris Causa), Molloy College, 1995

## **PUBLICATIONS**

"Captive Insurance Formation," IIA Study Text, 1980 to 1987

"Risk Management," in Corporate Finance, July 1988

"Insurance Cycle & Purchasing Decisions of the 1990s," Australian Institute of Risk Management, May 1989

"Protect Your Corporation from the Storm," in Corporate Cashflow, May 1992

"Outlook for the Property Insurance Market," in National Underwriter, April 1993

"Liability – the U.S. Picture," in Chartered Insurance Journal UK, May 1994

"Insurance Cycle; Market in Transition," in Contingencies (American Academy of Actuaries), September 1994

"Does Tort Reform Make Sense," in Best's Review, May 1995

"Principals of Retail/Wholesale Broker Relationship," IIA Study Text, 1996-1999

Sedgwick Strategy Notebook – Quarterly, 1993 to 1997

"The Perfect Storm" Acordia Market Analysis Report for clients, April 2002

Acordia Insurance Market Reports-Monthly, 2001-2003

Treiber Client Newsletter (2005-08) various risk articles

Directors and Officers Insurance (Treiber Brochure, 2007)  
In Harm's Way (Treiber Hurricane Brochure, 2007)  
Alternative Risk Transfer Brochure (Treiber, 2008)

### **SPEAKING ENGAGEMENTS**

Mr. Ruoff has appeared before the following groups as panel member, moderator or speaker:

RIMS (national and local chapters)  
CPCU Annual Meeting and local chapters  
National Casualty Actuarial Society  
Conference of Financial and Insurance Analysts  
National Association of Insurance Commissioners  
Russell Miller Annual Conference  
Annual Reinsurance Congress (Bermuda)  
Captive Insurance Company Association

### **PROFESSIONAL AFFILIATIONS**

Society of CPCU, New York Chapter  
National Board of Governors, Society of CPCU (2001-2003)  
Society of Insurance Research  
RIMS National Meeting Advisory Committee (1985 – 1993)  
ARM Designation Advisory Committee (1986 – 1990)  
Council of Insurance Agents and Brokers, Executive Liaison Committee (1990 - 1995)  
New York State Dispute Resolution Association Inc  
Professional Liability Underwriters Association  
Captive Insurance Companies Association

### **CIVIC ORGANIZATIONS**

Board of Trustees & Finance Committee Chair, Molloy College (1990 – 1996)  
Board of Trustees, Mercy Hospital (1992 – 1995)  
Board of Trustees, Winthrop University Hospital and Winthrop-South Nassau Hospital Corp. (1997-present)  
Member of Executive Committee, Winthrop University Hospital (2001 – present)  
Economic Club of New York  
President's Advisory Committee, School of Risk Management, St John's University  
Board of Trustees, Lifesaving Institute of New York (1998- present)  
Board of Directors, Boy's Hope Girl's Hope of New York (1998-2003)