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TRENT TILLMAN NAMED TRUENORTH PRESIDENT

(CEDAR RAPIDS, Iowa, January 2022) – TrueNorth is excited to announce that Jason Smith, President & Chief Executive Officer (CEO) of TrueNorth Companies, has extended his title of President to Trent Tillman, Executive Vice President (EVP) of TrueNorth’s transportation division. Smith will remain CEO and Tillman will take on the role of President, while also retaining his responsibilities as EVP of the transportation division.

This strategic decision will support firm growth as TrueNorth continues to operate as one of the nation’s largest privately held full-service risk management and insurance brokerage firms. “I’m thrilled to extend my role as president to Trent and am confident that the decision to co-lead will support our clients, colleagues and communities for years to come,” said Smith. “Trent and I have a strong history of developing innovative solutions that serve our clients and benefit the transportation industry. I’m looking forward to bringing that same intention and focus to teams throughout our firm.”

Tillman began his career with TrueNorth out of college in 2003. In 2011, he became Practice Leader of TrueNorth’s asset light risk management and programs group, helping to build it into an industry-leading specialty practice. In 2017, Tillman became EVP of the transportation division, where over the last five years he has supported the team in doubling in size in all facets – colleagues, clients, and revenue – making TrueNorth one of the largest transportation risk management and insurance brokers in North America. Tillman will remain engaged in the transportation industry through his active engagement with the American Trucking Association (ATA), Truckload Carriers Association (TCA), and Intermodal Association of North America, among others.

“I’ve had the great fortune of working alongside Jason my entire career,” said Tillman. “I’m looking forward to partnering with him and TrueNorth’s executive leadership to champion innovation and strengthen the ties between TrueNorth’s growth and operations initiatives.”

As President of TrueNorth, Tillman will evolve his role from not only leading the 100+ colleagues in the transportation division, to now leading the firm’s 400+ colleagues towards strategic growth and aligning that growth with operational excellence. This transition marks an important milestone in TrueNorth’s succession strategy to remain privately held and perpetuate from within.

ABOUT TRUENORTH

TrueNorth Companies, L.C. is a risk management and insurance brokerage firm dedicated to helping clients navigate risk by providing sound, unwavering direction. Consistently ranked among the nation's top 50 privately held insurance brokers, TrueNorth provides clients with integrated risk management solutions that extend beyond the insurance policy. The firm is headquartered in Cedar Rapids, Iowa with locations in Iowa, Illinois, Texas, and Colorado. We invite you to learn more by visiting www.truenorthcompanies.com.