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TRENT TILLMAN NAMED TRUENORTH TRANSPORTATION EVP

(CEDAR RAPIDS, Iowa, May 2017) – TrueNorth is excited to publicly announce two important leadership evolutions. Jason Smith, Executive Vice President of TrueNorth’s Transportation Division, has been promoted to President of TrueNorth Companies. Succeeding Smith in the Executive Vice President role is Trent Tillman, previously Practice Leader of TrueNorth’s Asset-Light Risk Solutions practice.

With headquarters in Cedar Rapids, Iowa, and locations across the United States, TrueNorth, through its Transportation Division, is one of the largest full service risk management and insurance brokerage firms focused within the transportation industry, actively working with thousands of Motor Carriers across the United States.

As Executive Vice President of TrueNorth’s Transportation division, Tillman will oversee the strategic direction of the division, with a focus on business development, innovation, and strategic partnerships, all pointed towards maximizing our industry renowned client experience.

Tillman joined TrueNorth in 2003, and since 2011 has successfully led TrueNorth’s Asset Light Risk Solutions practice, building an industry-leading practice focused on helping transportation companies compliantly maximize their Independent Contractor platforms, and managing affinity insurance programs covering more than 45,000 Independent Contractors across the US. Trent is also active with the American Trucking Association and Truckload Carriers Association, sitting on several committees.

“I’ve had the great opportunity to work alongside Jason for my entire career, with a front row seat in the development of our phenomenal Transportation division. I couldn’t be more excited for his well-earned evolution to the President position, and I’m humbled with the opportunity to carry the baton forward for the division. The Transportation industry is such a dynamic one, with rapidly evolving risks and innovations, to which we aim to stay on the leading edge. I look forward to many great things ahead for our clients, markets, strategic partners, and employees.” Tillman commented.

These promotions mark an important milestone in the firm’s succession strategy to remain privately held and perpetuate from within. With an eye on the future, and with collaboration and guidance from TrueNorth CEO, Duane Smith, Jason Smith will begin focusing on the firm’s business development goals, supporting TrueNorth’s overall continued growth.

“I was fortunate enough to meet Trent in 2003 as a college senior, and we quickly hired him. It has been awesome to see Trent develop into such a key leader and partner within our firm. His teamwork, innovation, commitment, drive, and leadership are inspiring, and as we look at our 2025

business plan and goal of becoming a \$1B (sales) Transportation division, there is no person better prepared to lead the division forward than Trent,” Jason commented.

ABOUT TRUENORTH

Since 2001, TrueNorth has focused on providing sound unwavering direction for clients, employees, and market partners. The firm's entrepreneurial operating platform and model has successfully enabled TrueNorth to increase sales sevenfold and expand market presence to 15 additional locations since its founding. The firm's growth is in alignment with TrueNorth's 20/20 vision, which establishes a goal of over \$1 billion in premiums and anticipated growth to accommodate over 400 staff members. For more information, visit www.truenorthcompanies.com.