

**FOR IMMEDIATE RELEASE:**  
March 2, 2017

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## **ISMIE Mutual Announces New National Sales Director**

*Jeff Bingham brings two decades of insurance expertise to ISMIE's executive ranks*

Chicago, IL - ISMIE Mutual Insurance Company, a leading provider of professional medical liability insurance services, announced the appointment of Jeffery A. Bingham as National Sales Director. In this role Jeff's responsibilities will include development of internal and external sales strategies for ISMIE. Mr. Bingham most recently was director of marketing & distribution at PPIC – A Coverys Company.

“We are pleased to have someone with Jeff's experience to lead an exciting new growth segment,” said ISMIE Mutual Chairman Harold L. Jensen, MD. He added, “With the evolution of medicine, state borders have less and less meaning in terms of health care delivery. We've heard from medical groups that they want ISMIE coverage and service across their practice locations, and Jeff is here to help make that happen.”

ISMIE Chief Executive Officer Alexander R. Lerner stated, “In this key leadership role as National Sales Director, Jeff will further deepen ISMIE's distribution relationships throughout our expanding footprint. With his support we are now better positioned to offer the peace of mind ISMIE provides to policyholders in new markets, allowing them to focus on the practice of medicine.”

In addition to his role at PPIC, Mr. Bingham has held numerous management positions over his 25+ year career in the insurance industry, including at Marsh & McLennan Companies, Inc.; Wells Fargo Insurance Services; and Insurance First, a Title First Company. He holds an MBA from John Carroll University, as well as the Chartered Property Casualty Underwriter (CPCU) and the Certified Insurance Counselor (CIC) designations.

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