



Biography of J. Craig Collins



J. Craig Collins is a 47-year veteran of the insurance industry. He began his insurance career as an agent in 1977. He currently serves as Executive Vice President, Chief Relationship Officer and is responsible for general business development including creating strategic business initiatives by working with the nearly 100 LIBRA partners, insurance companies and institutional customers to implement

those plans and deliver high quality business.

Prior to joining LIBRA, he was President, Executive Director for Insurance Designers of American, he served as Senior Vice President at Highland Capital Brokerage and was Senior Vice President, ING U.S. Inc. (now Voya Financial), where he led the brokerage distribution channel and later co-managed the company's Independent Life Insurance division. Prior to that, he ran a regional general agency, worked as an insurance marketing consultant, and served in several home office capacities.

Craig has actively participated on several industry committees and in national associations, including NAILBA, LIMRA, where he served as the Chairman of the Brokerage Committee and AALU. He studied Business Administration at the University of Kentucky.

Craig has been married for 46 years to his wife, Cheryl. They have two children and five grandchildren. He is actively involved in his church, is an avid golfer and also enjoys playing tennis and running. Raised in Lexington, KY, he and Cheryl now reside in Suwanee, GA, a suburb of Atlanta.