

Pomeroy Retires from Frankenmuth Insurance, New Vice President of Life Sales Named

Frankenmuth Insurance would like to share a leadership change within the Life team.

First, we'd like to congratulate and thank Vice President of Life Sales Rich Pomeroy, who will retire from Frankenmuth Insurance on May 1, 2023, after nearly 12 years of dedicated service and contributions to Patriot Life Insurance Company.

Rich joined the Life company in its first year of operations and brought 30 years of previous Life insurance sales experience with him. Shortly after joining the team, Rich became the Life company's first Director of Sales and was named Vice President of Life Sales two years later. In this role, he led and directed the sales team, managed the Life distribution model, and contributed to new product development and company strategy. Rich served as a company officer and executive leadership team member.

Rich placed a high value on education and was instrumental in developing the Life company's agency education program, including Trustworthy Selling. In his personal educational pursuits, he held professional designations, including Chartered Life Underwriter (CLU), Chartered Financial Consultant (ChFC), Chartered Advisor for Senior Living (CASL), and Life Underwriting Training Council Fellow (LUTCF).

Succeeding Rich as Vice President of Life Sales is Matt Taylor. Matt has more than 20 years of industry experience and has held various leadership positions with State Farm Insurance and Farm Bureau Insurance. At State Farm, he owned and operated an agency and was later promoted to serve as an Agency Field Consultant to a network of 70 agencies within the State of Michigan. At Farm Bureau Insurance, Taylor served as Managing Partner for 10 years with a variety of territories and overall oversight of 250 agencies before most recently serving as the Vice President of Marketing and Statewide Sales Director.

We are grateful to Rich for his many contributions to the Life company and wish him good health and happiness in his retirement. Please join us in warmly welcoming Matt to his new role.