Jim Herring Joins TRISTAR as Director of Sales

We are pleased to announce that Jim Herring has joined TRISTAR as our new Director of Sales in Chicago, Illinois. With a strong background in the insurance industry, Jim has excelled in various roles, beginning as an adjuster at Zurich, where he was awarded the CEO Award for Meritorious Achievement. His extensive experience covers carrier, brokerage, managed care, and TPA sectors.

Jim's impressive track record includes:

- Senior Account Executive, National Business Development at Gallagher Bassett, where he earned multiple Outstanding Sales Achievement Awards. Here, Jim was able to establish relationships that helped generate millions of dollars in new business on an annual basis.
- Vice President, Regional Sales and Marketing Manager for Constitution State Services, the Travelers TPA, where he also produced millions of dollars in service revenue and was the top sales producer during his time at CSS.

Jim's consultative approach to sales, which emphasizes collaboration and relationship-building, aligns seamlessly with our values at TRISTAR. His proven ability to generate substantial new business while maintaining high client retention rates reflects his expertise in the field. As he aptly states, "Run fast alone, run far with a team," underscoring his strong belief in the power of teamwork.

We are eager to see how Jim will leverage his skills and experience to drive growth and strengthen our position in the market. Please join us in welcoming Jim Herring to the TRISTAR team.