



FOR IMMEDIATE RELEASE

## AmeriLife Welcomes Jim Palmer as President, Direct to Consumer

*Industry leader and consumer experience expert joins leadership bench*

**CLEARWATER, Fla. – December 6, 2021 –** [AmeriLife](#) Group, LLC (“AmeriLife”), a national leader in developing, marketing, and distributing annuity, life, and health insurance solutions, today announced that it has hired Jim Palmer as President, Direct to Consumer. Palmer, reporting to AmeriLife Chief Marketing Officer Ovi Vitas, will partner with AmeriLife’s executive team and ownership group Thomas H. Lee Partners to lead AmeriLife’s growing direct-to-consumer business.

In this newly created role, Palmer will assume day-to-day responsibility for AmeriLife’s national, direct-to-consumer platform that specializes in Medicare Advantage and Medicare Supplement solutions. This platform represents the merger of Senior Healthcare Direct and MACC Insurance Services (previously an affiliate of The Equita Group), which were both acquired by AmeriLife in late 2020 and further augmented by technology investments made by AmeriLife. Palmer will also provide operational oversight over [Senior Healthcare Direct](#) – one of the fastest growing direct-to-consumer Medicare insurance brokerages in the industry – working closely with Founder and Chief Sales Officer Robert Bache (aka “Medicare Bob”) and Vice President and Head of Contact Center Enablement Christina Ragone to drive the growth and success of the business.

“I’m excited to join one of the largest insurance distributors in the country and help grow and expand their direct-to-consumer capabilities,” said Palmer. “The direct-to-consumer space is rapidly growing and evolving, and I believe that AmeriLife is well positioned to capitalize on the growth opportunities across its multi-channel distribution network.”

Palmer brings more than 20 years of insurance industry experience to AmeriLife. He most recently served in progressively senior roles at TRANZACT, where he spent more than a decade with P&L responsibility building and leading several lines of business across TRANZACT’s life and health insurance portfolios. Prior to TRANZACT, Palmer served as director at Carroll Enterprises, Inc., leading the company’s life insurance business focused on direct-to-consumer sales.

“As we continue to build our world-class direct-to-consumer business, we couldn’t be more excited to add such a seasoned executive as Jim,” added Vitas. “Jim’s experience will undoubtedly bring greater efficiency to an already well-run business, and help us scale our DTC efforts across our network as we emerge from what is shaping up to be an extremely successful Annual Enrollment Period.”

Palmer, who is also a licensed insurance agent, received his Bachelor’s degree in Finance from Ohio University. He currently serves as an advisory board member with the University of South Florida’s Muma College of Business, and a business mentor for the Columbus, Ohio, chapter of SCORE Mentors. Palmer resides in Columbus with his wife Renee and their three children, Kara, Morgan and Brady.

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## **About AmeriLife**

AmeriLife's strength is its mission: to offer insurance and retirement solutions to help people live longer, healthier lives. By putting its mission into practice, AmeriLife has become recognized as a national leader in developing, marketing, and distributing life and health insurance, annuities and retirement planning solutions to enhance the lives of pre-retirees and retirees. For 50 years, AmeriLife has partnered with the nation's leading insurance carriers to provide value and quality to customers served through a national distribution network of over 250,000 insurance agents and advisors, over 40 marketing organizations, and nearly 50 insurance agency locations. Visit [www.AmeriLife.com](http://www.AmeriLife.com) for more information, and follow AmeriLife on [Facebook](#) and [LinkedIn](#).

## **Contact**

AmeriLife:

Jeff Maldonado

+1-321-297-1112

[jmaldonado@amerilife.com](mailto:jmaldonado@amerilife.com)