

## *Candidate for Board of Directors:*

### **Rich Cruise, FSA, MAAA**

Rich is a Vice President for Assurity Life Insurance Company. He currently is managing the Direct Sales division for Assurity. He is responsible for generating life and health insurance sales using various direct distribution channels. Previously Rich was a Senior Vice President for Lincoln Direct from 2000 until 2005 when the company was merged into Assurity Life Insurance Company. Prior to Lincoln Direct, he worked for Guarantee Life and Mutual of Omaha in product development positions. He graduated from Lewis University in Lockport, IL with a major in Mathematics and earned a Masters degree in Mathematics from the University of Kansas. Rich is a past president of the NAC and has served the SOA in various capacities, which include serving on exam committees, editor of the Record, and facilitating various workshops at SOA meetings..