



## Confie Seguros Announces Strategic Hire of Chief Revenue Officer

HUNTINGTON BEACH, Calif., Sept. 24, 2013 /PRNewswire/ -- Confie Seguros, owned by private equity firm ABRY Partners, has announced the appointment of Darrin Silveria as Chief Revenue Officer. The national insurance broker, focused on the non-standard auto insurance needs of the Hispanic consumer, created the new role to support the company's rapid growth and continued plans for expansion.

"Darrin's extensive sales and operational experience, as well as proven strength in leadership will add tremendous value to Confie Seguros," said Joe Waked, Confie Seguros' Chief Executive Officer. "He will be a key player in driving Confie Seguros forward to its goals of accelerated growth and enhanced customer experience. We are excited to welcome Darrin and are confident he will be an outstanding addition to our leadership team."

Darrin is an experienced sales and operations executive with a strong and consistent track record of delivering results by establishing effective strategies, sales solutions, and driving operational execution. Prior to joining Confie Seguros, Darrin served as Senior Vice President & Managing Director of Trivista and spent 7 ½ years with T-Mobile, most recently as Vice President & General Manager. At T-Mobile, Darrin led the strategic transformation of the retail and sales business with full P&L responsibility to grow revenues and improve the customer experience, brand equity, cost expectations, and capabilities.

"I am thrilled to be a part the Confie Seguros team," said Darrin. "This is a very exciting time to join the company. I look forward to bringing my experience in sales and operations to help accelerate our growth, while optimizing our customer's experience."

Prior to T-Mobile, Darrin spent 15-years at PepsiCo and Pepsi Bottling Group. He was responsible for the branded retail sales channel, developing strategy and tactics, as well as leading a team of sales leaders. He held various roles at Pepsi including Senior Director, Region Vice President, Channel Director, Vice President – Retail Sales, Vice President – General Manager, Market Unit General Manager, Unit Manager, Territory Development Manager, Sales Representative, and Management Trainee.

Confie Seguros was assisted in the selection of Darrin Silveria by O'Neill Consulting Group, a client-centered executive search firm headquartered in Wakefield, RI.

### **About Confie Seguros**

Confie is a leading insurance services business that focuses on serving the Hispanic population, the fastest growing demographic segment in the U.S. The company provides outsourced retail brokerage and managing general agent services to a variety of different insurance company clients in the non-standard auto sector. Learn more at: [www.confieseguros.com](http://www.confieseguros.com)

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