



## NEWS RELEASE

# Tim Vermeulen joins Integrity Insurance as Personal Lines Product Manager

Appleton, Wis. (June 12, 2014) – Integrity Insurance announces Tim Vermeulen has accepted the position of personal lines product manager.

In his new role, Vermeulen is responsible for monitoring the overall performance of the personal lines insurance products, partnering with all of the departments at Integrity to identify initiatives to help maximize policyholder satisfaction and achieve company goals.

Vermeulen brings over 20 years of insurance experience to his new role. Prior to joining the company, Vermeulen played key roles with national insurance carriers, implementing many product initiatives and introducing new coverage features. Originally from Fond du Lac, Wisconsin, Vermeulen earned a Bachelor of Business degree in Finance at UW-Oshkosh.

“We are excited to have Tim join our team. His background in pricing, product and technology will complement our current efforts and enhance the service we provide,” said Steve Klingemann, vice president of personal lines for Integrity Insurance.

### **About Integrity Insurance**

Integrity Insurance established in 1933 is based in Appleton, Wisconsin. Integrity offers auto, home and business insurance through a network of independent agents throughout Iowa, Minnesota and Wisconsin. With an affiliate partner Grange Insurance based in Columbus, Ohio — the enterprise has \$2 billion in assets and \$1 billion in annual revenue and holds an AM Best rating of “A” Excellent. For more information, visit [www.integrityinsurance.com](http://www.integrityinsurance.com).

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