



Richard P. “Rick” Bersnak
Vice President of Commercial Sales
and Business Development
The Keenan Agency, Inc.

Richard P. “Rick” Bersnak is currently Vice President of Commercial Sales and Business Development with The Keenan Agency, Inc. in Dublin, Ohio, a suburb of Columbus. He has spent his entire business career as a Property and Casualty agent and broker in our industry. Starting as a captive agent in 1972, he formed an independent agency with a life producer in 1974, worked as a commercial producer and sales manager for a national brokerage firm for six years and founded a specialized retail agency in 1984. In 2010 he sold the firm he founded to a large Ohio agency with offices throughout the state, joining Keenan in 2013. In 2011 he also sold a corporate aircraft brokerage he had founded in 2007 to a privately owned firm.

Rick holds a Bachelor’s Degree from Ohio University in Athens, Ohio and an M.B.A. from The Ohio State University in Columbus, Ohio.

His Masters’ thesis was written on target marketing and sales compensation in 1982 based on his employment with the national broker he worked for at the time. That effort led to the development of the largest Real Estate Errors and Omissions program in the industry and changed the market for Real Estate E & O coverage using a flat premium per transaction rating method as opposed to the traditional gross sales method of calculating annual premiums. This simple change in payment method had a direct effect on the industry and drastically increased the number of agents buying coverage during those years.

Following the sale of his firm in 2010 he has spent most of his sales efforts marketing Management and Professional Liability, custom and standard Insurance Agents E & O products and traditional coverages to specialty insurers and Independent Agents throughout the country. He has testified as an Expert Witness in common pleas court and has been accepted as an Expert Witness in Federal Court.

Outside the industry Rick is an avid golfer and fisherman. He sits on the Board of Alvis, Inc. a non-profit community corrections organization with a 34 M annual budget, Youth Aviation Adventure, LLC a national organization targeting youths and scouts who want to learn about flying or the aviation industry as a career

Rick and his wife Dierdre have 7 children and 12 grandchildren. They live in Dublin, Ohio.