



**William Greiter**  
Director, Acquisitions and Divestitures  
*American Family*

Bill Greiter has been exploring multiple facets of the insurance industry for more than 30 years. Watching disruptive innovation today create unprecedented risks and opportunities and redefine insurance keeps the work fresh.

Bill's 25 year career with Assurant provided the opportunities in a wide range of line and staff roles. He found corporate development work so intriguing that he focused exclusively in this space for the last 15 years of his Assurant gig.

In 2012 Bill joined American Family in Madison, Wisconsin just as the organization was preparing to explore growth by acquisition. Since that time Bill has spearheaded multiple insurance and non-insurance investigations and transactions. American Family today has a nearly national footprint and has added direct and independent agent distribution capabilities to its traditional exclusive agent focus.