

# Meet your Business Solutions Team for Commercial Bank

**Territories:**  
D.C., MD, NJ, PA, VA

We are pleased to introduce the Truist Life Insurance Service (LIS) Business Solutions Team (BST). This team is solely focused on Truist's business clients through collaborating with Commercial Community Banking (CCB), McGriff<sup>1</sup>, and Wealth. They will provide an integrated approach when consulting with your business clients in order to provide a seamless delivery of life insurance, long term care/linked benefits, and disability insurance products and solutions.

## Business Solutions Strategist (BSS)



**Robert Hoffman**  
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The Business Solutions Strategist (BSS) is an in-market insurance professional who partners with Commercial and McGriff<sup>1</sup> to provide business solutions for successful corporations and businesses. As a BSS, Rob is responsible for supporting the discovery, design and implementation of complex business insurance strategies. Through the power of IRM, he will partner with additional Truist professionals to help deliver best-in-class solutions to a broad range of business client needs.

## Business Insurance Strategist (BIS)



**Seth McPheeters**  
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Click [here](#) to schedule a meeting

The Business Insurance Strategist (BIS) is a centralized (virtual) teammate supporting all territories within Commercial and McGriff<sup>1</sup>. **As a BIS, Seth is the primary point of contact for the Business Connect team** and is also responsible for assisting his BSS teammate as applicable in the design and implementation of customized solutions to meet the goals and objectives of business clients.

For Business Connect coverage information, click [here](#).

## Business Development Specialist (BDS)



**Curt Weaver**  
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Click [here](#) to schedule a meeting

Unique to Truist, the Business Development Specialist (BDS) is an internal role dedicated to business entities of the Commercial and McGriff<sup>1</sup> lines of business. As a BDS, Curt provides education and marketing support to identify opportunities, articulate the referral process, and direct IRM partners to the business solutions strategist for design and implementation.

## Leadership contact



**Mike Rusk**  
SVP, Sales—BST  
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