

MediaRoom

Larry Pratt Named Farmers Insurance Vice President - Sales

PRNewswire

Farmers Insurance Group of Companies® announces the appointment of Larry Pratt to Vice President -Sales.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080605/LATH062>)

"Larry brings renewed leadership and energy to this key position," said Andy Reser, Senior Vice President - Agency Operations. "He is the kind of individual we need to help our agents generate continued sales growth."

"Our agents are key to the success of our organization and I am excited about the opportunity to continue building programs that will assure vigorous sales growth," stated Pratt. "Everyday, more than 15,000 Farmers agents across the country provide outstanding service and value to our customers and I am committed to assuring that our agents receive the tools and resources they need to grow."

Mr. Pratt started with Farmers in June 1990 as a Sales trainee in Vancouver, Washington. While working in the Washington Regional Office, he gained valuable experience as a computer representative, life specialist, and regional marketing administration manager. Mr. Pratt was promoted to Seattle division marketing manager in 1997 and to marketing manager in May 2000. He transferred to the Home Office in June 2001 as a marketing consultant II, a position he held until he was promoted to Executive Director--Alabama in April 2002. In April 2005, Mr. Pratt was given a new assignment as Executive Director--Texas. When responsibility for the Texas market was split earlier this year, Mr. Pratt was named South Texas State Executive Director.

Mr. Pratt earned a Bachelor's degree in business human resources from the University of Idaho and holds the Chartered Leadership Fellow (CLF) designation.

Mr. Pratt, his wife Nikki, and family will be moving to the Los Angeles area from their current home in Austin, Texas.

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