

## Confie Appoints Cesar Soriano as New CEO



**Cesar Soriano, Chief Executive Officer (Photo: Business Wire)**

August 31, 2017 03:18 PM Eastern Daylight Time

HUNTINGTON BEACH, Calif.--(BUSINESS WIRE)--Confie, a leading national insurance distribution company primarily focused on personal lines and small commercial insurance, announced today that it has appointed Cesar Soriano as Chief Executive Officer effective immediately. Mordy Rothberg, the company's founder and executive chairman will continue to serve in the same capacities.

"Cesar is going to take Confie to its next level by leading the Roadmap for Growth plan he laid out for the company as its Chief Operating Officer," said Rothberg. "His thought leadership, decisiveness, and ability to identify growth opportunities make him an ideal partner to lead our transformation. His passion for employees and customers make him an extraordinary fit for Confie." Continued Rothberg, "He is the right person to lead Confie to the next stage of its growth."

Soriano's specialty is building value through development, integration, and application of rigorous processes and technologies. His experience spans multiple industries, from transforming financial and insurance services to manufacturing, business process, and document management leaders.

Soriano has spent over 20 years driving key, tangible outcomes in leadership roles within financial, insurance, and business services industries. He was hired by Confie in September 2016 and served as its Chief Operating Officer. Prior to Confie, he was the President and Chief Operating Officer of Interstate National, a provider of Finance and Insurance products and services. Cesar's background also includes roles as CEO and President of RSM McGladrey Financial Process Outsourcing, Leader of Business Transformation at TravelCick, Senior Vice President, Global Operations at Bowne Corporation, Vice President, Reengineering and Strategy at Dun and Bradstreet, and leadership roles at Xerox Corporation. Cesar started his career having served worldwide as a Military Intelligence Officer in the United States Army.

"I'm incredibly excited to lead the Confie team," said Soriano. "Confie is one of the largest networks of personal and commercial insurance brokers in the US. Our company is positioned to become a leader in the non-standard auto space. I'm honored to be named CEO and look forward to making Confie great for its employees, customers and shareholders."

## About Confie

Established in 2008, Confie is a leading, California-based national insurance distribution company primarily focused on personal lines and small commercial insurance. The experienced Confie management team continues to build Confie's portfolio of regional personal lines brokerages. Today, Confie has over 800 retail locations and generates annual revenues of approximately \$500 million. The company has leading market positions in California, Arizona, Texas, Florida, Washington, Oregon, Massachusetts, New York, New Jersey, Nevada, Illinois, Alabama, Kansas, Wisconsin, South Carolina, Missouri, Louisiana and Indiana and expects to continue its expansion in those and other states, including Georgia, Virginia and North Carolina. Confie is a portfolio company of ABRY Partners. For more information about Confie, please visit [www.confie.com](http://www.confie.com).

## Contacts

Confie

Mariana Small, 323-782-7593

VP, Marketing Operations & Branding

[MediaRelations@confie.com](mailto:MediaRelations@confie.com)

## #Hashtags

#CEO

#management

#leadership

#confie

#insurance