

Regions Financial Names Rick Ulmer President and CEO of Regions Insurance

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BIRMINGHAM, Ala.--(BUSINESS WIRE)-- Regions Financial has named Rick Ulmer President and CEO of [Regions Insurance Group, Inc.](#) with responsibility for Regions Insurance operations in 10 states. Regions Insurance Group, Inc. is a subsidiary of Regions Financial and an affiliate of Regions Bank.

Ulmer has more than 30 years of insurance industry experience and most recently led the Regions Insurance Mid-America Region which includes offices in Arkansas, Indiana, Louisiana, Tennessee and Texas. Ulmer will report directly to Bill Ritter, head of Regions Wealth Management. Ulmer succeeds Curren Coco, who is leaving Regions to pursue other interests.

"Since joining Regions, Rick has played a key role in our efforts to expand Regions Insurance capabilities and provide innovative solutions to help our clients manage risk," Ritter said. "Regions Insurance is an important growth area for our company, and I am confident that Rick's leadership and experience will strengthen our ability to meet customer needs and help us deepen customer relationships as we grow internal partnerships with Regions bankers."

Prior to joining Regions Insurance in 2013, Ulmer was a Managing Director for Marsh USA, where he was the Sales Leader for the North Central Region and Industry Executive for Marsh's industry verticals in the Central zone. Ulmer has served as President of The MMI Agency, Inc., and previously held leadership roles at Clarity Group, Trilogy and ePolicy. He holds a Bachelor's in Business Administration from West Chester University of Pennsylvania.

Regions Insurance serves customers across the country through a growing network of offices throughout the Southeast, Texas and Indiana. In addition to business insurance and individual insurance options, Regions Insurance also provides employee benefits services, crop insurance and captive insurance solutions.

About Regions Insurance

Regions Insurance, an affiliate of Regions Bank, is a licensed insurance broker ranked among the top 35 U.S. insurance brokers. In 2016, Regions Insurance was recognized among the top 10 fastest growing large-group employee benefit brokerages in the U.S. with \$10 million to \$50 million in large-group revenue, as presented by Employee Benefits Adviser in partnership with business intelligence data analytics firm miEdge. Regions Insurance offers comprehensive insurance solutions and risk management services for businesses and individuals through more than 700 insurance professionals. Additional information about Regions Insurance and its products and services can be found at www.regionsinsurance.com.

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$126 billion in assets, is a member of the S&P 500 Index and is one of the nation's largest full-service providers of consumer and commercial banking, wealth management, mortgage, and insurance products and services. Regions serves customers across the South, Midwest and Texas, and through its subsidiary, Regions Bank, operates approximately 1,600 banking offices and 2,000 ATMs. Additional information about Regions and its full line of products and services can be found at www.regions.com.

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