



Robert B. Ritter, Jr.
Chairman/CEO and Presentation Coach
InsMark, Inc.
Presentation Coaching Seminars™

Below is the background of your Presentation Coach.

Bob Ritter has been in life insurance sales and sales management for over four decades. Fresh from Williams College with a degree in Psychology, Bob started with Mass Mutual in northern New Jersey. At age 26, he was appointed General Agent by Mass Mutual in Oakland, California -- the youngest General Agent ever appointed by that company. Three years later he took over a New York City agency for Mass Mutual where he was twice awarded the National Manpower Award, the company's most prestigious award for the development of sales leaders.

In the early 1980s, Bob formed InsMark, a company dedicated to producing transferable marketing techniques for a wider group of producers. The success of InsMark has been phenomenal as 150+ companies have sponsored InsMark products utilized by over 30,000 producers.

Bob is a life member of MDRT and was a qualifier for Top of the Table and International Forum until the growth of InsMark required all of his time. A dynamic and entertaining speaker, he was featured at the 1995, 1996, and 2004 MDRT annual meetings and is scheduled to speak at the 2008 MDRT annual meeting. He was also a featured speaker at the 2002 and 2004 Top of the Table as well as the 2003 and 2006 International Forum.

Bob is a past member of the MDRT Foundation's Board of Directors and was a member of the Split Dollar Sub-Task Force of the Association of Advanced Life Underwriters (AALU). He is also the Founder and Past President of the Diablo Advocates, an organization dedicated to youth opportunities.

Bob and his wife, Laurel, live in Alamo, California. They have eight children and 20 grandchildren.