



The General® names Tony DeSantis as president and ceo DeSantis and Marketing SVP Elicia Azali, join COO Steve Tjugum

(Nashville, Tennessee) (Jan. 15, 2019) - Nashville-based auto insurer The General® has appointed veteran insurance executive Tony DeSantis, to the new position of president and chief executive officer, joining Chief Operating Officer Steve Tjugum as the company's top leaders. Elicia Azali has been named Marketing senior vice president.

The General, which specializes in auto insurance for consumers who have less than perfect driving histories, operates in 46 states and employs 1,300 people at its Nashville headquarters and other offices. Well known for its five-star military general mascot and commercials with basketball legend Shaquille O'Neal, the company has more than doubled its policy count since 2015 to nearly 400,000, and plans to expand all 50 states within the next several years.

DeSantis has served as president and chief executive officer (CEO) at AIG, 21st Century Insurance, president of personal insurance product lines at Farmers Insurance, and CEO of Ironshore's Syndicated Risk Services. His strong background in both personal and commercial insurance, includes experience with non-standard auto insurance and direct and agency-based sales channels.

DeSantis joins Tjugum

DeSantis joins Tjugum who became COO in late 2018. Tjugum moved to The General from American Family Insurance, the parent company of The General, where he worked for more than 30 years, starting as an agent in 1988 and advancing in the organization in both product line and sales leadership roles.

"Together, Tony and Steve bring experienced, innovative leadership to The General," said Jack Salzwedel, American Family chairman and chief executive officer. "They have both the expertise and drive to build on the company's incredible growth and commitment to service."

Elicia Azali to lead The General's® marketing

In addition, Elicia Azali has been named senior vice president of Marketing for The General®. She comes to The General from Nationwide Insurance where she held multiple leadership roles in marketing, advertising, product lines and innovation.

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About The General

Permanent General Companies, Inc. (PGC), operating under The General® brand, offers a range of products designed to meet the unique needs of the non-standard auto insurance customer. We write business through multiple distribution channels in 46 states and District of Columbia with a vision of "making life easier" for our customers. Web: www.thegeneral.com; Facebook: [TheGeneralAuto](https://www.facebook.com/TheGeneralAuto); Twitter: [@TheGeneralAuto](https://twitter.com/TheGeneralAuto); Youtube: [TheGeneralInsurance](https://www.youtube.com/TheGeneralInsurance).

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