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INSURANCE SERVICES SINCE 1967



Bill Austin

Southeast Regional Loss Control Manager

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Bill Austin joined Deep South as part of the management team in early 2011 to lead the company's loss control effort across the Southeast. He brings with him over thirty years of in-depth loss control and leadership experience. For much of his career, Bill worked with two national insurance carriers including The Home Insurance Company and Fireman's Fund in regional management positions across the nation. For the past eight years, he worked with a risk consulting firm based out of Atlanta providing consultative insurance and risk management services on all lines of coverage including large commercial entities, captives and other self-insured groups. Bill's deep knowledge and loss control experience promises to be of great benefit to Deep South, agency partners and their clients.

Since joining Deep South, Bill has been impressed with the substantial experience and expertise of the company's loss control staff. The group of loss control specialists brings together diverse skills and capabilities that assist clients in their effort to reduce their total cost of risk and improve operational performance. Looking ahead, Bill is interested in finding ways to assist the loss control team to further leverage their capabilities and resources to more effectively support clients. He also seeks to enhance the ability of Deep South's loss control group to meet the needs of larger corporate entities with more complex and challenging risk profiles.

When asked about one of his most memorable insurance industry experiences, Bill noted that Fireman's Fund was the lead insurance carrier for the 1996 Summer Olympics held in Atlanta. Bill and his loss control team had the responsibility of providing loss control services to one of the world's most attended and iconic events while having the opportunity to see world class athletes perform at the highest levels at the Atlanta Olympic games.

Bill is a graduate of Georgia Tech where he earned a Bachelor of Science degree in Management. He is a Georgia native and grew up in southern part of the state. He is an avid sports fan with a great command of sports history making a formidable sports trivia opponent. Bill greatly enjoys playing and watching golf and has the opportunity each year to attend the Masters Tournament in Augusta. His wife, Michelle, also works in the insurance industry for a major national carrier as a middle market underwriter.