



GENERAL INSURANCE COMPANY

## Executive Biography

### Mark Sylvia Chief Executive Officer

Mark Sylvia joined Echelon General Insurance Company in 2003 as Executive Vice President of the newly formed Niche Products Division and was appointed as the Chief Executive Officer of the Company in February 2008. Mark began his insurance career in 1975. Prior to joining the management team at Echelon General he was President and Chief Operating Officer of Trent Health Insurance Service Corp and Canadian Insurance Marketing Inc. which were affiliated companies of EGI Financial Holdings Inc. From 1988 until 1999 Mark was President and Chief Executive Officer of Hartford Life Insurance Company of Canada an insurer specializing in the development of life insurance, accident and health insurance and investment products focused on niche markets.

Mr. Sylvia is a Fellow Chartered Insurance Professional (1979) of the Insurance Institute of Canada, and a Fellow of the Life Management Institute (1994) of the Life Office Management Association Inc. He completed the ITT Executive Development Institute Program at the Duke University Fuqua School of Business in 1993 and is a member of the American Society of Safety Engineers and the International Society for Risk Analysis.