



GENERAL INSURANCE COMPANY

Executive Biography

Michael Rocchi
Vice President
Niche Products Division

Michael Rocchi has been Vice President, Niche Products Division since August 2007. Michael joined Echelon in March 2003 as Director, Niche Products Division. From 1984 to 1999 he held various underwriting and management positions at Pafco Insurance Company, where he ultimately assisted in the sale of Pafco's niche program portfolio to ING following Pafco's acquisition by Allstate in 1998.

Mr. Rocchi completed the Insurance Administration Program at Mohawk College in 1984. He is a Fellow Chartered Insurance Professional (1987) of the Insurance Institute of Canada and a Canadian Risk Manager (1997) of the Canadian Institute of Risk Management.

