



## Jerry Zimmerman

### Counsel

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### Education

Creighton University School of Law  
J.D. - (1993)

University of Wisconsin  
Bachelor of Arts, History - (1989)

### Bar Admissions

Illinois

As the former Senior Vice President and Deputy General Counsel for the largest publicly traded personal lines insurance company in America, Jerry Zimmerman provides clients with the comprehensive experience and perspective required to navigate the complex business of insurance today. During his career leading the Government and Industry Relations team for the Fortune 55 company, Jerry served as the company's primary strategist in state and federal insurance-related legislative and regulatory initiatives and led the teams responsible for public affairs, state and federal legislative and regulatory affairs, market conduct exams and compliance, public policy, state filings and engagement with government at all levels. Prior to leading the Government and Industry Relations team, he worked as the lead attorney for sales, product, claims and regional divisions. As a member of the Mitchell Williams Insurance Regulatory team, Jerry advises regulated businesses, insurance and reinsurance companies on insurance regulatory, compliance and strategic matters. He assists with regulatory investigations and multi-state market conduct examinations, mergers and acquisitions, reinsurance, sales practices and product and market development issues as well as rate and form filings.

### Experience

- Navigated unprecedented 2022 – 2024 inflation and profitability pressures, obtaining record rate approvals across the U.S. with a specific focus on New York, Florida, Texas, New Jersey and California.
- Led administrative litigation team in California, obtaining the largest homeowner rate approval in the history of the state and over \$2B in auto rate increases.
- Successfully led market conduct exams concerning claims handling, product coverages and sales practices.
- Worked closely with insurance industry leaders and regulators to adopt model regulation for price optimization at the National Association of Insurance Commissioners (NAIC).
- Resolved NAIC led multi-state market conduct exam of countrywide bodily injury claims handling processes.
- Obtained necessary regulatory approvals for multiple billion-dollar merger/acquisitions,

including post acquisition integration.

- Worked closely with coalition partners to secure generational legislative reforms in Florida and Louisiana.
- Built and defended environmental, social and governance (ESG) and diversity, equity and inclusion (DEI) processes in states and at the federal level.
- Provided strategic advice and counsel on political action committee (PAC) and corporate political giving at the state and federal level.
- Worked closely with the New York Department of Financial Services to successfully wind down impaired subsidiary operations.
- Counseled enterprise on SEC 10K and 10Q disclosure requirements
- Spearheaded and achieved National Council of Insurance Legislators (NCOIL) adoption of model laws on car sharing, transportation network companies (TNC's) and contractor fraud.
- Routinely advised the C-Suite and Board of Directors on issues that impacted business operations.
- Counseled claims, product and sales organization on dozens of initiatives meant to streamline operations, satisfy compliance requirements, improve the customer experience and boost profitability.

### **Involvement**

- Board of Directors, Chicago Debates
- Founder, University of Wisconsin Theta Chi PSI Chapter Foundation
- Former Board of Directors, Advocates for Highway Safety
- Former Board of Directors, Personal Insurance Federation of California