

## Anthony E. Fienberg

Founder, Owner & CEO, Prime Insurance

**Years in Present Position:** 3

**Current role at CPCU Society:** Chair of the CPCU Society International Ambassador task-force and board member of the European Chapter

**Alma Mater:** Franklin & Marshall College

**Degrees and Certifications:** ARe, CPCU, RPLU, ARM



**A & B: How did you come to work in the insurance industry?** The only internships that were offered during my junior year abroad (one of the main reasons I went) were with government-owned manufacturing companies. When I inquired about something I could use back in the US, they said “how about insurance”. Well, my parents HAD insurance for their car, home....I can do that! Little did I know: that internship in a reinsurance company would be my springboard into 27 year CAREER.

**A & B: What is the most challenging aspect of your job?** With new business requiring a lead time of usually 36-months, keeping focused - day-in and day-out - on developing a once fledgling, now flourishing, entrepreneurial adventure. That and running an organization across two continents.

**A & B: What aspect of your work as a broker do you find the most rewarding?** When risk carriers confirm their participation on the proposed program that is in line with the terms and conditions of the underwriting submission we prepared.

**A & B: What emerging commercial risk most concerns you as a broker?** The biggest risk Prime Insurance faces is a client deciding not to go ahead with a program (despite months - if not years - of work). But since our business model is based on success fees (commissions), it's the risk we have to take: “you have to play to win”.

**A & B: What do you consider the most important short- and/or long-term issues facing the agent/broker community?** Clients recognizing the value an intermediary brings to the table- and that yes, it is an investment, but that with the right organizations, has triple-digit returns.

**A & B: When & why did you become a volunteer leader at the CPCU Society?** When I called Malvern in 2002 to find out if there were any CPCU Society chapters in Europe, they passed me to John Kelly, who pointed me to Tony Cabot and Dan Hess. That is how I became the inaugural president of the European chapter.

**A & B: Has your involvement in the CPCU Society helped your career? If yes, explain.** You only get out what you put in. That's usually what I say to CPCUs when they say "what do I get from being involved"? So, I have learned from the CPCU Society not only how to work with people outside of a formal hierarchical structure, but how to give it your all, even in business. (plus one job, several business opportunities and life-long friends)

**A & B: Who are your top 3 mentors? Why?** There have been more, but I'll highlight these in the order in which I met them - 1) Kris Datt, my first boss - may he rest in peace, for teaching me the basics about business and underwriting, 2) Gérald Massin, a senior colleague from my first company, who taught me about insurance acumen and entrepreneurship and 3) Don Hurzeler, CPCU, for professional guidance through his many stories about how alternative (business) strategies can produce results over time, especially how to pick yourself up after a perceived defeat with your head high.

**A & B: What is your greatest accomplishment so far?** Each one of my professional experiences has been an accomplishment in themselves. Following my mentors, I kept looking for professional challenges. None have been easy. I defer to Nelson Mandela's saying: "I never lose: I win or I learn".

**A & B: What is your favorite book and/or movie?** It's a tie between [Rudy](#) and [Jerry Maguire](#): it's all about the underdog and never giving up.

**A & B: What is the most unusual/interesting place you have ever visited?** Hands down: Jerusalem - packed with history and multiple religions

**A & B: How do you balance the responsibilities of yourself, family, work and CPCU?** We have a large family and I have a budding business - let's call it work in progress: I am trying to improve every day.

**A & B: What advice do you have for agents/brokers considering earning the CPCU Designation? What are you waiting for?!?!?**

