



Geoff Engert

**Director of Marketing, Corporate
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Arbitration Forums, Inc.**

Geoff came to Arbitration Forums, Inc. (AF) in May 1989 as a Panel Administrator. In his more than 25 years with AF, he has held several field and senior management positions including Field Office Manager, Regional Manager, Director of Operations, Director of Business Development, and currently Director of Marketing, Corporate Compliance, and Corporate Communications.

Prior to joining AF, Geoff served as Business Manager for a large law firm in California. Preceding that, he was a partner in a company providing legal administrative support services to law firms.

Geoff's primary areas of responsibility with AF are marketing, corporate compliance, and communications. These areas encompass new member services; market research; satisfaction surveys; brand management; policy administration and review; external communications; the Web site; litigation management; and patent, trademark, and copyright protections.

Geoff obtained his BSBA at the University of Phoenix and his MBA at the University of Miami.

Geoff is a member of several marketing trade associations as well as the Society of Insurance Research, the Self-Insurance Institute of America, and the American National Standards Institute. He is a former Board member of the National Association of Subrogation Professionals and a current member of the industry's ISO-AISG Auto Physical Damage Committee.

