



National Practice Leader - Specialty Dealers

Job Specification

Company overview:

At **Bluefields**, we are a **next-generation, tech-enabled Managing General Agent (MGA)** that builds profitable, curated insurance programs for underserved or overlooked specialty markets. Our foundation is built on being **Innovative, Tech-enabled, Precise, and Profitable underwriters**. We believe we can build a large and enduring business by addressing complex, challenging markets through a precise blend of technology, loss control, underwriting, and program-building expertise.

Bluefields serves as a modern canvas for talented underwriters, offering modularity, precision and the rapid enablement of unique loss control tools to quickly design and launch profitable programs. Our North Star is to **Sustainably Deliver Low Rates, Broad Coverage, and Easy Experiences to our stakeholders**. This is achieved through Tech/AI & Data-driven capabilities across loss control, operations, underwriting, distribution and claims. Our key operating principles include leading with loss control, data-driven underwriting, and prioritizing profit over growth. We are determined to build a large, diverse and highly profitable book of business across niche specialty markets. Bluefields is committed to being a fast-moving, forward-thinking team building solutions in industry through innovation and technology. At Bluefields, speed is our moat.

Our flagship brand is our Adventure Sports Experience MGA, vQuip (www.vquip.com). vQuip addresses risks in the outdoor experience market through operational loss control, episodic renters insurance and proprietary underwriting via data collection.

Job Description:

National Practice Leader - Specialty Dealers

Position Overview:

The National Practice Leader - Specialty Dealers is a critical leadership position responsible for operating and scaling our specialty dealership vertical. This program is being developed in partnership with Bombardier Recreational Products (BRP), Inc. and is designed to serve specialty dealers nationally and eventually globally through this partnership. Initially, efforts will focus on powersports dealers with a strategic plan to build commercial lines, personal lines & F&I products. We also have long-term plans to expand into other specialty dealer verticals such as marine, agriculture, equipment, and heavy machinery. This role is vital for driving the

program's overall growth and profitability, aligning with Bluefields' commitment to underwriting profit over growth and building a large, enduring business in niche markets.

Essential Functions:

As the National Practice Leader - Specialty Dealers, you will play a pivotal role in the expansion and success of this key program. Your responsibilities will include:

- **P&L Ownership:** Take full ownership of the Profit & Loss (P&L) of the Dealership line, directly impacting the program's overall Growth and Loss Ratio. This includes ensuring the program's underwriting profitability, which is Bluefields' primary organizational goal.
- **Program Management and Scaling:** Be responsible for operating and scaling the specialty dealership vertical, ensuring its reach nationally and globally through the BRP partnership.
- **Partnership Management:** Manage the relationship and projects with BRP, Inc., leveraging this critical partnership for program development and expansion.
- **Distribution Strategy & Relationships:** Develop and manage the program's distribution strategy and foster strong relationships across distribution channels.
- **Product Enhancement & Underwriting Collaboration:** Collaborate closely with underwriting teams to continuously enhance insurance product offerings for the program. This involves supporting data-driven underwriting and leveraging Bluefields' expertise in designing precise programs.
- **Market Expansion:** Guide the program's expansion from an initial focus on powersports dealers to include other dealer types such as marine, agriculture, equipment, and heavy machinery, in line with Bluefields' "Riches in Niches" strategy.
- **Program Inclusions:** Oversee the program, which will include, but not be limited to, Dealer Commercial Lines (such as General Liability, Property, Business Auto, Dealer Open Lot, Garagekeeper's Liability, among others) and Personal Lines (TPL, Gap) & Warranty (such as Liability, Extended Warranty, Service contracts, dealer reinsurance programs & captives).
- **Loss Control Integration:** Contribute to the program's loss control initiatives, aligning with Bluefields' principle to "Lead with Loss Control" and utilizing technology for better risk management.
- **Thought leadership:** Ensure Bluefields' position as a Specialty Dealer market leader by demonstrating a deep understanding of challenges faced by dealers and leading product innovation initiatives that deliver deep value to stakeholders in this vertical.

Education/Experience/Skills:

We are seeking an extraordinary candidate with demonstrated success in operating and scaling insurance programs, particularly within specialty dealer markets. This role requires:

- Proven experience in managing a program with P&L ownership.
- Strong background in creating and managing distribution strategies and relationships within the powersports dealer industry.

- Expertise in collaborating with underwriting teams to enhance insurance product offerings.
- Expertise in collaborating with technology product teams to deliver real technology product value from loss control to underwriting & distribution.
- Experience managing strategic partnerships, ideally with large enterprises.
- A strategic mindset with the ability to identify market opportunities and drive growth in complex, niche markets.
- Deep understanding of commercial lines, personal lines and F&I products critical to the success of specialty dealerships
- Strong leadership, decision-making, and problem-solving skills essential for leading a national and potentially global program.
- Ability to work in a fast-paced, tech-enabled environment, embracing innovation and leveraging technology to facilitate efficiency and quality.
- A collaborative and team-oriented mindset
- A Bachelor's degree is preferred, or equivalent experience and knowledge.

Compensation and Benefits:

Bluefields offers a highly attractive compensation and benefits package designed to attract top talent and provide meaningful upside in the programs they build. This includes:

- **Competitive Base Salary**
- **High Commission/Profit Share** within the line of business.
- **Equity** in the company, with potential for a creative equity package.
- **Comprehensive Benefits Package** (Medical, Dental, Vision).
- **Paid Time Off (PTO)** to be negotiated.

Location:

This role is **in-office preferred**, but we will consider a **hybrid work arrangement for extraordinary candidates**.

Applicants can share their cover letter and resume with Manuel Almenara at **Manuel@vquip.com**