

BARRY D. EAGLE

VICE PRESIDENT, MARKETING

Individual Health Reinsurance

Gen Re LifeHealth

Barry has spent almost 35 years in direct sales and marketing management, including fifteen years in the Canadian group market. During his career, Barry has been responsible for life and health field operations, regional and national account management, direct LTC marketing and product management. In his present marketing role, he works with direct writing clients, assisting in developing products for selected health product niches, suited for both their distribution system and target markets. These products include Long Term Care, Medicare Supplement, Critical Illness and limited benefits health products, which he has been involved with for over ten years.