

Barry J. Fisher, CSA, LTCP

Barry J. Fisher is Vice-President and Chief Marketing Officer of Republic Marketing Group, Inc. He is a pioneer in long-term care insurance marketing and for nearly two decades has been a leading figure in the California health insurance industry. He has been an officer in the Los Angeles and California Associations of Health Underwriters and is a Past-President of both organizations. In 2002 the California State Legislature recognized him for his leadership in legislative advocacy in the fields of health care and long-term care and in 2003 he received the National Association of Health Underwriter's Legislative Achievement Award. In 1999 Barry co-founded the American Association for Long Term Care Insurance.

Barry began his life and health insurance career in 1976 with Metropolitan Life. He became an independent personal producing general agent in 1980 and began his insurance marketing career in 1990. In 1995 he established Barry J. Fisher Insurance Marketing, Inc., a brokerage general agency focused on long-term care insurance with an emphasis on educating and training life and health insurance professionals in the sale of LTCi.

Barry serves on the California Department of Insurance Agents & Brokers Advisory Committee and participates in various CDI workgroups pertaining to Legislative and agent education issues. He is a frequent contributor to industry publications on legislative and long-term care topics.

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