

Press Kit

Integrity Marketing Group Acquires Southern Insurance Group



Medicare Advantage-Focused Southern Insurance Group Secures Long-Lasting Legacy by Partnering with Integrity

Family-owned Southern Insurance prepares for expansive growth with Integrity platform

DALLAS – August 18, 2020 – Integrity Marketing Group, LLC (“Integrity”), the nation’s largest independent distributor of life and health insurance products, today announced the acquisition of Southern Insurance Group (“Southern Insurance”), its first partner headquartered in Tennessee. As part of the acquisition, Southern Insurance’s leadership team, Mark Gilliam, President and CEO; Emily Gilliam, CFO; Alison Gilliam, Director of Marketing; and Abby Gilliam, Sales Executive, will all become owners in Integrity. Financial terms of the deal were not disclosed.

More than 40 years ago, Emily and Mark Gilliam began their business sitting at the kitchen table with a rotary phone and index cards. Today, they have grown into one of the largest IMO’s specializing in Medicare Advantage programs with more than 6,000 agents nationwide.

“The Gilliam family has built an incredibly successful family business,” said Bryan W. Adams, Co-Founder and CEO of Integrity. “Now, we’re coming alongside to support with the tools and resources to help them grow to the next level, so they can leave an even stronger legacy for their family!”

By partnering with Integrity, Southern Insurance will now have access to large-scale infrastructure and proven best practices. The platform that Integrity provides will allow them to access business function resources including marketing, accounting, human resources, product development and information technology. Integrity offers extensive technology solutions supporting agents with online quoting, enrollment and full CRM

capabilities. The Integrity partner network unites their leadership with legends across the industry for expansive growth opportunities achieved through this revolutionary collaboration.

“To experience the success that we’ve enjoyed over the past 40 years—and to know that it’s about to skyrocket with Integrity—I’m more excited than I’ve ever been,” exclaimed Mark Gilliam. “It’s always been our goal to help agents. With the resources provided by Integrity, we’ll grow faster than we ever thought possible, and help all of our agents achieve their goals at the same time.”

Benefits of this partnership are designed to impact all employees at Southern Insurance. Not only will each employee have access to the expansive tools and resources Integrity provides, they will all be presented with the opportunity for meaningful company ownership through Integrity’s [Employee Ownership Plan](#).

“We built a strong foundation and now Integrity is the company to lead us into the future,” said Emily Gilliam. “Partnering with Integrity allows us to leave a greater legacy for our children. I’m excited to know that we will be surrounded by the best mentors in the insurance industry.”

The next generation of Southern Insurance leadership is emerging with this partnership. Alison Gilliam will join her father, Mark, as Managing Partners of Integrity, while also overseeing daily operations of Southern Insurance.

Alison is looking forward to the next chapter for Southern Insurance. She shared, “Having Integrity’s resources and people standing behind us, giving us support and helping us grow—that’s something that really helps makes me look forward to open collaboration that we didn’t have before.”

“Family is a core value of Integrity,” said Ryan Kimble, President of Agent Pipeline and Managing Partner of Integrity. “By joining with Southern Insurance, we not only get to help fortify the Gilliam legacy, but we get to work together to help more Americans experience more security as they move into their next phase of life. We couldn’t be more proud to welcome Southern Insurance into our Integrity family.”

For more information about Integrity’s acquisition of Southern Insurance Group, view a video and read the full press release at integritymarketing.com/southerninsurance.

[About Integrity Marketing Group](#)

Integrity Marketing Group, headquartered in Dallas, Texas, is the leading independent distributor of life and health insurance products focused on serving Americans. Integrity develops exclusive products with insurance carrier partners and markets these products through its distribution network that includes other large insurance agencies throughout the country. Integrity’s 1,200 employees work with over 275,000 independent agents who service over 6 million clients annually. In 2020, Integrity expects to help insurance carriers place more than \$3 billion in new premium. For more information, visit www.integritymarketing.com.

[About Southern Insurance Group](#)

Organized in 1981, Southern Insurance Group is a Tennessee-based insurance marketing and distribution company offering superior product lines, specializing in Medicare Advantage programs since 2005. They have a broad knowledge in this market spanning over three decades. Their dedicated office staff has a combined total of more than 130 years experience in delivering unmatched exceptional service to their agents. The relationships that they built and maintained over the years have proven to be invaluable. Southern Insurance serves a field force of broker agents in 49 states across the nation. For more information, visit southerninsurance.net.

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Bryan W. Adams

Co-Founder, CEO



Bryan is the Co-Founder and Chief Executive Officer for Integrity Marketing Group and leads the day-to-day operations of the company. Bryan also serves on the Board of Directors of Integrity.

Bryan is the founder of Legacy Safeguard, LLC a company dedicated with helping members leave a lasting legacy and being remembered long after they're gone. Bryan is considered one of the nation's leading experts in the Senior Market and speaks frequently across the country about the importance of helping families on one of the most difficult days of their lives. He consults with leading insurance companies to help them offer the best products to this market.

Prior to founding Integrity, Bryan was Vice President of Business Development at Directors Investment Group, Inc., a financial services company that operates several life insurance companies, a registered investment advisory firm, bank holding company and a mutual fund family. Advancing through a series of leadership roles in sales, marketing and product development, Bryan became the youngest Vice President in the company's history, where he oversaw all expansion efforts throughout the United States.

Bryan has a degree in Business Administration from Texas Tech University. Bryan and his family live in Highland Village, Texas.

Mark Gilliam

Managing Partner



Mark is the President and CEO of Southern Insurance Group and a Managing Partner at Integrity Marketing Group.

He was raised in Centerville, Tennessee. He first entered the insurance industry in 1980 and by 1985 had earned a position as a regional sales director responsible for recruiting agents in multiple states.

After building his team to include thousands of agents, Mark decided to grow his business into a nationwide senior market distribution company. Over the last 35 years, he has enjoyed tremendous growth and notoriety and has been an industry leader with several senior market insurance companies.

Mark is most proud of his two beautiful daughters, Alison and Abby, who have grown up in the family business and who now help lead the company.

He resides in Lawrenceburg, Tennessee, where he enjoys time with his family and friends, hunting, fishing and exploring the outdoors.

Emily Gilliam

Partner



Emily is CFO of Southern Insurance Group and a Partner at Integrity Marketing Group.

She was born and raised in Lawrenceburg, Tennessee. After moving to Nashville to work in finance, she met and married Mark Gilliam. They returned to her hometown of Lawrenceburg where they began their insurance business in 1981.

During the last 40 years, she has served as CFO of Southern Insurance and has led the organization through periods of exponential growth. She looks forward to being part of the continued expansion of Southern through its partnership with Integrity.

Emily is the mother of two amazing daughters, Alison and Abby, who have been a part of Southern all their lives. She enjoys spending time with her family and golfing; and she has formed a non-profit corporation to raise funds for a new city and county animal shelter.

Alison Gilliam

Managing Partner



Alison is the Director of Marketing for Southern Insurance Group and a Managing Partner at Integrity Marketing Group.

She was born and raised in Lawrenceburg, Tennessee. She attended Middle Tennessee State University where she received both Bachelor of Business Administration and Master of Business Administration degrees.

Alison has worked at Southern throughout her career and joined the leadership team in 2013 after receiving her MBA. She has contributed to the substantial growth of their family business with her focus on management and making innovative technological advancements.

She currently resides in Lawrenceburg, where she enjoys spending time with family and friends, and all things football. Alison is happiest outdoors, especially when she's fishing, hunting or traveling.

Abigail Gilliam



Abigail is a Sales Executive for Southern Insurance Group.

She was born and raised in Lawrenceburg, Tennessee. Growing up surrounded by the family business, Abigail officially joined Southern Insurance in 2013 to work in accounting. She later transitioned to marketing, where she led and managed the agent supply distribution program to provide support throughout the organization.

She currently resides in Lawrenceburg, where she is happiest spending time outdoors. Her favorite pastimes include hunting, fishing and travel. She is excited to welcome her first child in August 2020.



