



Moving Away from Price Competition in the Group Disability Insurance Market

Barry Lundquist
Principal
Eastport Marketing Group
P.O. Box 66691
Falmouth, ME 04105
(207) 781-2076
barry@eastportgroup.com
www.eastportgroup.com

Barry Lundquist is Eastport's founder and principal. Barry's professional background includes 30 years of insurance industry success in sales, sales leadership, and senior executive management roles including Senior Vice President – Sales/Chief Sales Officer at Paul Revere, Senior Vice President – Sales at Provident and Vice President – Strategic Initiatives at Unum. In 2000, Barry founded and became Managing Principal of Eastport Marketing Group, a consulting and marketing services firm dedicated to helping insurance companies and distributors of insurance products improve their results.