



Jeff Elble
Vice President of Sales

As a member of the Paul Goebel Group Management Team, Jeff is instrumental in developing long-range strategic planning, generating new products for emerging market sectors, and building association relationships.

Jeff has more than 25 years of sales and marketing experience in five different industries. He has served as consultant and marketing director in numerous professions, from photography to the legal profession.

As Paul Goebel Group's Vice President of Sales, Jeff directs all sales and marketing functions related to the selling of over 20 different insurance products and supervising an 18-person team of, 13 of which are licensed insurance agents.

Among his many professional accomplishments are serving as keynote speaker at the Florida Advanced Trial Advocacy Seminar; co-developer of a marketing campaign that earned recognition in the National Association of Legal Vendors Awards; developed several ancillary publications for narrow market segments; and developed advanced courtroom presentation materials utilizing interactive graphics, operational models and computer animations.

Jeff is a member of the American Institute of Professional Association Group Insurance Administrators, and the Professional Insurance Marketing Association. He serves on the Board of Directors for the East Grand Rapids Amateur Hockey Association and the Southern Little League.

Jeff holds a B.S. in Photographic Marketing from Southern Illinois University, Carbondale, IL.

Paul Goebel Group Background: <http://www.paulgoebelgroup.com>.

Since the 1930's, the Paul Goebel Group has been marketing innovative insurance programs tailored to meet the specific needs of businesses and professionals in Michigan. Today, the Paul Goebel Group designs, markets, and administers a wide range of plans for life, accident and health, disability, professional liability, commercial, property, Workers' Compensation, auto and homeowners. For association members and all types of businesses, the agency virtually serves as a single source for its clients' insurance needs. The Paul Goebel Group anticipates meeting the challenges of the future with experience, flexibility, and highest level of customer service available.