PK Kriha Ziaja '91 fast-tracks to become shareholder at RJF Agencies

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After only six years at RJF Agencies, Employee Benefits Consultant PK Ziaja has risen to become a part-owner of the company.

Although she had no insurance experience before joining RJF, PK learned the employee benefits insurance business quickly. “In her six years at RJF, PK has shown the character and leadership that we look for in our shareholders,” said CEO Bill Jeatran. “She truly represents our values and core beliefs, respects her team and co-workers as equals, and has shown consistent sales success.”

The executive team selects who becomes a shareholder. Requirements include meeting sales success criteria, overall leadership skills, and exemplary service of clients’ needs.

Biography

PK brings incredible creativity, energy and drive to her job as an employee benefits consultant at RJF. She joined RJF after a 10+ year career as a strategic account manager at Pro Staff, one of the nation’s largest staffing agencies. During her time there, PK became extremely adept at earning the client’s business and ascertaining their needs; an absolutely critical skill in her role at RJF.

PK’s clients look to her to make sound recommendations about benefit options that serve the best interests of their businesses and their employees. PK has a special knack for developing and launching customized benefits programs that provide all the necessary coverages employees need while simultaneously reducing the client’s expenses in a world of ever-increasing health care costs.

Due to PK's continued success at RJF, she became a principal in July 2009. PK is one of ten principals at RJF and is actively involved in company-wide decisions and planning strategic initiatives.

PK devotes much of her free time to a variety of professional and charitable organizations and also stays busy volunteering at her kids’ schools.

About RJF Agencies

Founded in 1986, privately-held RJF Agencies is one of the “Top 100 Brokers of U.S. Business” according to Business Insurance magazine. Its values-driven approach facilitates growth and strengthens companies by reducing the cost of risk for more than 5,000 corporate clients through five offices in Minnesota and Wisconsin. Its services include employee benefits, commercial
insurance, alternative risk programs, loss prevention, claim management, human resource consulting, health management and financial services. In 2009, RJF was awarded the Minnesota Business Ethics Award. More information is at www.rjfagencies.com.