



P R E S S R E L E A S E

East Windsor, New Jersey – February 18, 2016

## **Coface Names Trade Risk Partners, Inc. General Agent in Midwest**

Coface North America Insurance Company (CNAIC), part of the global commercial trade credit insurance Coface Group, has named Trade Risk Partners, Inc. as its authorized General Agent for its Midwestern Region. CNAIC's regional General Agents are responsible for sales and service of Coface products in their respective territories. CNAIC sales in the Midwestern Region formerly conducted by James L. O'Brien & Associates, Inc. will now be handled by Trade Risk Partners, Inc. Former agents with James L. O'Brien & Associates, Inc. have joined Trade Risk Partners, Inc. and will continue to work out of the same the same Chicago office at: 1035 W. Lake Street, Suite 201, Chicago, IL 60607, Telephone: 312-382-7080.

Ms. Heather Horan, President of Trade Risk Partners, Inc., will lead the expansion of CNAIC's client base in the Midwestern Region. Heather has over 20 years of experience with domestic and international insurance companies and brokers in a variety of industry segments.

Prior to joining, Heather served as an officer for a national insurance company leading zone sales strategy and execution in target markets. Prior to this role, Heather was a national strategic manager for a global insurance company leading the start-up, survival, turnaround, and growth of key partners in customer segments.

Previous to this, Heather held various positions as a Vice President, Director of Marketing and Risk Management, Practice Leader, Sales Executive, and Client Executive, structuring insurance solutions for a variety of industries in scope and size, including consumer durables, financial services, and international risk. Her understanding of both domestic and international distribution channels encompasses OEM, wholesale, direct, and retail sales.

Heather is a Chicago native, currently residing in Naperville with her family. She is an active volunteer in her community and supports a variety of charitable organizations.

*"We are delighted to welcome Heather and Trade Risk Partners, Inc. as our General Agent for the Midwest. CNAIC is eager to work together with Heather to expand our business in this important region. Her vast experience in sales management and channel development are a definite plus for us going forward,"* said Juan Saborido, President & CEO, Coface North America Insurance Company.

NORTH AMERICA MEDIA CONTACT: Sue Hinton – [sue.hinton@coface.com](mailto:sue.hinton@coface.com) - +1 212 389 6484

### **About Coface**

The Coface Group, a worldwide leader in credit insurance, offers companies around the globe solutions to protect them against the risk of financial default of their clients, both on the domestic market and for export. In 2015, the Group, supported by its 4,500 staff, posted a consolidated turnover of €1.490 billion. Present directly or indirectly in 99 countries, Coface protects transactions of 40,000 companies in more than 200 countries. Each quarter, Coface publishes assessments of country risk for 160 countries, based on its unique knowledge of company payment behavior and on the expertise of its 340 underwriters located close to clients and their debtors. In France, Coface manages export public guarantees on behalf of the French State. Learn more at [www.coface.com](http://www.coface.com).

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