

## **Bruce Washington**

### **Director of Field Business Development & Relations – LIOR Agency, LLC**

Bruce Washington serves as the Director of Field BDR (Business Development & Relations) at LIOR Agency, LLC, bringing **3 years of hands-on experience in field marketing for insurance** and **6 years in the restaurant service industry**. His strong background in customer-facing roles gives him a unique ability to connect with people, build trust, and communicate the value of insurance in a relatable way.

At LIOR, Bruce leads field outreach efforts, community engagement, and partnership development with a focus on increasing awareness and access to insurance solutions. His energy, professionalism, and people-first approach make him a vital part of the agency's growth and presence in the community.

Bruce is passionate about meeting people where they are—literally and figuratively—and making sure they understand the importance of being insured that can protect and empower their lives.