

## **Bruce Washington Sr.**

### **Chief Executive Officer – LIOR Agency, LLC**

Bruce Washington is the CEO and visionary leader of LIOR Agency, LLC, bringing over **25 years of experience** in manufacturing and customer service, combined with **three years of focused expertise in the insurance industry**. His background in high-performance operations and client-centered service uniquely equips him to lead LIOR with both efficiency and empathy.

Since founding LIOR Agency, LLC, Bruce has been dedicated to making insurance more accessible and understandable for individuals and families. Under his leadership, the agency has grown into a trusted source for health, life, dental, vision, and Medicare insurance, especially within underserved communities.

Bruce's commitment to service, combined with his deep understanding of real-world client needs, drives the agency's mission to educate, empower, and insure with integrity