



Peter W. Kofoed
San Diego, CA

Education

Completed Mediation Skills Training Course with National Conflict Resolution Center, San Diego, CA (2011)

University of Virginia, Darden School of Business, Charlottesville, VA - Management Course (1996)

Juris Doctor, Thomas Jefferson School of Law, San Diego, CA (1974)

B.A., University of California, Los Angeles, CA (1969)

Industry Affiliations and Licenses

Licensed Adjuster State of California, License No: 2H47349 (Active)

Inter-Company Arbitration Panel Member, Salem, OR, Sacramento and San Diego, CA (Inactive)

Licensed Adjuster State of Alaska (Inactive)

Licensed Insurance Instructor, State of Oregon (Inactive)

Insurance Experience

Worked for USAA and Automobile Club of Southern California from 1984 to 2011 as a claims adjuster and manager. Other experience: started with Geico in 1973 (San Diego); moved to Oregon and worked for Dairyland and Sentry Insurance Companies (1977); and moved to Alaska where I worked as an Independent adjuster for Northern Adjusters, Inc., as Juneau Branch Manager (1981). The State of Alaska was a self-insured client of Northern Adjusters and I managed litigated claims against the State.

AAA (SOUTHERN CALIFORNIA) 2004-2011

Served as Long Beach, CA Unit Manager, supervising 92 managers and employees. Involved in injury claims management and litigation. Moved to a position in San Diego, where I worked as Liability Manager and later Casualty Manager, managing large loss injury, wrongful death claims and supervising litigated claims. Claims involved MSC's, mediation and other forms of Alternative Dispute Resolution. Attended trials periodically.

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USAA 1984-2003

Position at USAA followed tenure with Northern Adjusters, Inc. (1984). Initially I handled a large pending of large bodily injury and wrongful deaths claims. I was active attending mediations and managing litigation in Sacramento. Some of the claims involved large loss Property Damage litigation. Part of my pending included injury and litigated claims for the States of Hawaii and Alaska. Later I moved to San Diego in 1993 where I served as Branch Claims Manager of the San Diego Office. Subsequently the company reduced the number of branch offices in Southern California and I took over simultaneous handling of a second branch office in Brea, CA. Bodily injury and wrongful death claims were handled and managed in both branch offices. Mediations and trials were managed and attended, as appropriate, in San Diego, Orange, Los Angeles and Riverside Counties. In 2001 the Branch offices were closed and I moved to a position where I managed seven (7) teams of Field Casualty Managers and Adjusters, managing and attending MSC's, Mediations and some trials from San Diego to San Luis Obispo, CA. The field casualty piece for USAA was eliminated and in 2004 I took a management position with AAA.

Management

- Managed successful Direct Repair Program for USAA in Southern California, Hawaii, Alaska and Nevada, providing contract repair auto facilities for members and customers utilizing new policies, programs, and specialized training to create "world class service" and efficiencies for members.
- Directed successful United Way Campaign for USAA's Western Region in Sacramento involving over 1300 employees and over \$200K in pledges.
- Managed two branch offices for USAA with operating budgets of \$7M

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Communication

- Superior written and communication skills. Comfortable facilitating and speaking to large groups.
- Successfully managed formal “complaint resolutions” up to and including Presidential and Department of Insurance responses.

Community Activities

- Past President of Balboa Park and North Park Kiwanis Clubs (San Diego, CA)
- Past board member for “Alpha of San Diego” – a non-profit organization
- Active in United Way as a volunteer, in Sacramento and San Diego, CA

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