

Jim Ruta BA, RHU, FDFS, EPC

Jim Ruta is president of Advisorcraft Media and a tactical sales coach, helping life insurance agents maximize their performance. He has spoken four times at the MDRT Annual Meeting, including on the Main Platform, has written four books and is a regular columnist in industry magazines. His crusade is to preserve, promote and propel the noble profession of selling life insurance.

Jim's Advisorcraft Masterclasses and unique Power of Platinum mentoring and coaching program draw hundreds of people from around the world. He is also principal of SOLIS - School of Life Insurance Selling, featuring the sales secrets of world-class advisors, and is the co-founder and host of the Canada Sales Congress in Toronto, the largest one-day life insurance sales event in North America.