

**Jim Ruta BA RHU EPC**  
***Fellow of Distinguished Financial Advisors***

Jim Ruta was a successful life insurance agent and Executive Manager of one of Canada's largest life insurance agencies.

Today he is president of Advisorcraft Media now celebrating their 25<sup>th</sup> year helping re-energize global life insurance sales. Jim is a tactical sales coach and is blessed to work with some of the most successful advisors in the world.

A critically acclaimed speaker on life insurance sales effectiveness, he has spoken four times at the MDRT Annual Meeting, including on the Main Platform; keynoted the Advocis National Regulatory Symposium, and recently returned from major engagements in Beirut and Poland.

Jim was honoured to receive the Fellow of Distinguished Financial Advisors designation in November 2023. He has written four books with another on the way and is a regular industry columnist. Jim is principal of SOLIS™ - the School of Life Insurance Selling that features the sales secrets of more than 20 world-class advisors in a way that anyone can use them.

Jim also partners with Mark Halpern for the unique Power of Platinum™ mentoring and coaching program.

He is the co-founder and host of the Canada Sales Congress in Toronto, the largest one-day life insurance sales event in North America. His crusade is to preserve, promote and propel the noble profession of selling life insurance.