

# THE NORSEMAN GROUP®

## BIOGRAPHY

Steve Ballard, JD  
President, The Norseman Group, Inc.

Steve Ballard is the President and Founder of The Norseman Group, Inc. a Life/Viatical Settlement Brokerage Company established in 1994 to properly value and sell unwanted life insurance policies.

Mr. Ballard was asked to establish this firm by the first institutional funding entity in the US life settlement market, CNA Insurance, and to participate with them in the introduction of institutionally financed life settlements.

Established at the beginning of the life settlement business, The Norseman Group established itself as a firm focused on the well-being of the advisor-client relationship. Keeping that focus resulted in a platform trusted and used by major national financial service companies such as Raymond James Financial, Advisor Group, and by other professional advisors as well.

Prior to entering the life settlement field, Mr. Ballard was President of a privately held international marketing firm, specializing in the legal and financial aspects of joining supply sources with manufacturing entities in the medical device and pharmaceutical industries.

1994-Present –The Norseman Group Inc. - President

Education:

University of Iowa 1970-1974 BA

Drake University Des Moines Iowa Law School 1974-1976 JD

Also see, [www.norsesmanls.com](http://www.norsesmanls.com)