Executive Profile



Jacinto Martinez
Vice President, Sales Sagicor

Jacinto Martinez was appointed to the position of Vice President – Sales effective September 2022.

Jacinto began his insurance career at Barbados Mutual Life Assurance Society Limited (now Sagicor), in August 1993. His stellar performance led to his appointment to the position of Unit Manager in 1995, Agency Manager in 1997 and later to Branch Manager of the Central Branch in 2006, with responsibility for the Central/East region.

Under his stewardship, the Central Branch achieved tremendous growth and success and consistently won many of the company's most prestigious awards: the Unit of the Year Award twice, the Agency of the Year Award five times and the Branch of the Year Award five times. Jacinto also has an enviable personal track record of having qualified for the Million Dollar Round Table (MDRT) for nine consecutive years.

He completed the Agency Management Training Course in 1999 and is the holder of a Business Management Certificate from the University of the West Indies School of Continuing Studies. He has also completed numerous professional development, insurance and management courses. He serves as an instructor in Sales, Customer Service, Financial Planning and Small Business Development. Jacinto is also a moderator for the Agency Management Training Course (AMTC) and Life Underwriter Training Council Fellow (LUTCF).