



Rusty L. Freeman

Managing Partner

U.S. Employee Benefits Services Group

Rusty Freeman is the founder and President of Riata Financial Group (RFG), a Texas-based company located in New Braunfels, Texas. Founded in 1989, his firm specializes in providing voluntary benefits and retirement planning to employees of Texas independent school districts. Riata is a subsidiary of U.S. Employee Benefits Services Group.

Prior to establishing Riata Financial, Mr. Freeman was an independent agent representing numerous insurance carriers. He began his career with Great American Reserve in 1981. He also served as President of the San Antonio Association of Life Underwriters, at which time he was the youngest president in its history.

Mr. Freeman is a native Texan. He and his wife reside in New Braunfels.