

ThinkAdvisor

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The 20 most creative people in insurance



"Creativity is just connecting things," Steve Jobs famously said, making one of the most pursued attributes in the business world sound beautifully simple and obtainable.

Insurance is a multi-trillion dollar industry, and so, of course, millions of connections happen every day. Most of them go unnoticed. But every now and then, it's worth pausing to dwell on the impressive innovation that comes from a few of the industry's great

leaders. It's worth acknowledging the smart product design, the intuitive risk modeling, the technological leaps and the fine art of selling a complex product to meet an individual need. It's worth celebrating all this industry accomplishes year after year, against great odds.

There are many creative minds revolutionizing the industry today. Here, we present 20 of the greatest, a cross-generational, cross-disciplinary, cross-regional group that is truly making a difference in how we sell, market and think about insurance today.

[View last year's list.](#)



GREGORY BAILEY
PARTNER, INSURE.VC

LHP: Why insurance? How did you get your start in the industry?

GB: The insurance industry is a wonderful space to make a very big impact. The U.S. insurance industry is approximately a \$2 trillion dollar industry. That's larger than the GDPs of Sweden, Switzerland and Poland — combined! There are multiple ways that innovation and technology will help drive the future of the insurance industry.

I've had the good fortune to work in several capacities throughout the insurance industry over the last 20 years. Having started as an agent and selling life insurance at kitchen tables, I have great respect for advisors that help their clients plan for their futures

and protect their families. I worked my way up the corporate ladder and was most recently the CMO of a large insurance company in the Des Moines area. Currently, I'm a partner at [Insure.VC](#) a working angel fund that makes investments in startups focused on driving change in the insurance industry.

LHP: Describe what you do.

GB: My work today remains the same as it has been for the past few years: driving innovation and change in the insurance industry. Previously, I've done this from the "inside" by working in leadership roles at various insurance companies. Now, I'm continuing this mission, but from a different vantage point. Insure.VC makes early-stage investments in startups that are focused on driving change in the industry. We like to find investment opportunities where we can lend our domain expertise and provide meaningful industry connections to the entrepreneurs we're investing in. We believe that "InsurTech" (i.e. insurance technology) will be a meaningful growth area for venture capital investments in the coming decade, similar to what FinTech has been to the banking industry over the last decade. One need only mention names like PayPal and Square for industry veterans to realize the massive impact those companies have had on the banking and payments industry. We believe there is similar change on the horizon for the insurance industry.

Additionally, I keep busy with strategic consulting and speaking engagements. I also find time to [blog](#) on related industry topics.

LHP: Share an achievement you are especially proud of.

GB: First, I'm especially proud of my family. My wife, Ali, and our two sons have been a wonderful support for me and my career endeavors for many years. I'm proud of the industry relationships that I've developed over the last two decades and the focus I've been able to bring on the need for change in the industry.

There are a few professional endeavors that I look back on with fondness. One of those was working at a large insurance company a few years ago where I was able to help shift the focus from a "building websites for a desktop computer" to building with a "mobile-first" mentality. This sounds simple (and in hindsight it should be), but mobile web and responsive design have become table stakes to driving great customer experiences. Another example I'm proud of is having been asked to speak at several conferences and meetings on topics related to innovation, marketing and technology and the future of the insurance industry.

LHP: Insurance is not widely recognized as a creative industry. How would you define "creativity" as it relates to the work you do?

GB: Some in the insurance industry liken "creativity" to a color palette and developing three-panel product brochures. That's unfortunate. At its core, creativity is about solving problems. I love this definition I once read that says: *Creativity is characterized by the ability to perceive the world in new ways, to find hidden patterns, to make connections between seemingly unrelated phenomena, and to generate solutions.* I don't think I can say it any better than that. That's what I do.

LHP: What excites you most about the industry today?

GB: There is a burgeoning swell of tech startups that are focused on driving change and innovation throughout the insurance industry. This is an extremely exciting time to be a part of this phenomena and to be a part of the insurance industry. Startups like [Zenefits](#), [Oscar Health](#), [Melius](#) and [PolicyGenius](#) and others are doing great work to drive change and innovation throughout the industry. Startup accelerators like the [Global Insurance Accelerator](#) in Des Moines and [Startupbootcamp Insurance London](#) are another key part of the global insurance startup ecosystem.

LHP: How do you anticipate the industry will evolve in the next 10 years?

GB: I'm usually not one to make predictions, but if I had to, I'd say the industry will look significantly different than it does today. In particular, the modes of distributing products, the very products themselves and the expectations consumers place on their insurance companies will see large-scale changes in the years ahead. There are massive opportunities for those willing to look out onto the horizon and build to take advantage of these large-scale changes. I'm looking forward to being a part of that ride.