



## GRAND INSPIRATION

2017 IMCA ANNUAL CONFERENCE  
Scottsdale ▶ June 25-27

## PETER VAN AARTRIJK

Co-Founder and Principal  
Chromium



### ABOUT THE SPEAKER

Peter van Aartrijk is cofounder and principal of Chromium, a San Francisco-based brand strategy firm with a specialty in financial services. He also serves as chairman of Aartrijk, a consultancy based in Fairfax, Va., providing marketing communication services for carriers, agents, brokers, technology firms, member organizations and other business partners to the insurance industry.

Van Aartrijk has more than 30 years of experience in brand management and branding, advertising, consumer research and education, marketing, public relations, publishing and online development. Prior to forming Chromium in 2012 and Aartrijk in 1999, van Aartrijk served as vice president of communications at the Independent Insurance Agents & Brokers of America (Big "I"). During his tenure at the Big "I", van Aartrijk developed and launched a consumer marketing campaign that reached a combined 250 million households annually. That campaign and subsequent research laid the groundwork for the Trusted Choice® consumer brand.

Van Aartrijk earned his bachelor's degree in English and journalism at Rutgers University. He is a faculty member of the Big "I's" Virtual University and the National Alliance for Insurance Education and Research, where he has held the Certified Insurance Counselor (CIC) designation for 25 years.

Van Aartrijk is also a long-time member of IMCA and Agents Council for Technology, and is a past president of the Insurance Media Association. He is cofounder of Channel Harvest Research, which conducts a major study of independent agents' attitudes of insurance carriers.

### PRESENTATION SUMMARY

#### **Fasten Your Seatbelts: InsurTech's Impact on Insurance Brands**

Traditional insurance brands—agents, brokers and carriers alike—cannot afford to ignore the emerging InsurTech revolution. Ignorance is not an option when 1,100 startups received \$2.6 billion in funding from Silicon Valley and other sources in 2016 alone. New online insurance models are unencumbered by slow, expensive legacy technology and workflow. Moreover, customers expect an exceptional service and technology experience—yes, even in the insurance industry. Here are the questions that will be addressed in this informative breakout session:

- Where are these new models having an impact?
- What audience groups are they seeking?
- Do customers care if they're not as traditional, well-established insurance brands?
- What is completely different about their brand identities? Their cultures? Their visions?
- Who in our industry should feel most threatened?
- How are some agents, brokers and carriers aligning with new models?