



MIKE BARTON
Chief Growth Officer
Employee Benefits

PRIOR EXPERIENCE

- USI
- Allstate
- Willis
- UnitedHealthcare

Let's connect:
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As Chief Growth Officer, Mike is responsible for distribution and revenue growth for the Employee Benefits practice. Mike oversees all aspects of sales and plays a pivotal role in the development of new business, market cultivation, and product development, as well as our long-term growth goals.

Expertise

Mike has 30+ years of insurance industry experience, with a proven-track record in business development and multi-channel distribution. He held senior executive roles in the carrier, broker, property and casualty, and employee benefits areas, where he served all market segments.

Mike led USI's Employee Benefits Practice in Tennessee, opening offices in Brentwood, Franklin, and Knoxville. He recruited, trained, and managed producers; integrated two acquisitions; and built local branding campaigns. With his guidance, the practice grew 250% organically.

As president of Allstate Business Insurance, he guided his team to grow the small property & casualty business from \$400M to \$800M by modernizing the platform, proposition, and pricing. Under his leadership, his team deployed a three-minute bindable quote, an AI virtual assistant, and founded a small business resource portal.

At Allstate, Mike was part of the team that landed the largest commercial fleet program in the world — Uber. Using advanced telematics and price-per-mile schemes, the team crafted a bespoke program with a quota-share captive arrangement.

While serving as CEO of the Willis North American Benefits Practice, Mike created and deployed standardized business operations across 60+ practices. He also helped grow North American PUM from \$4B to \$8B and founded "Winning with Willis" in collaboration with the CDC.

Mike grew a \$4M book in just five years while he was a producer at Willis. His specialty involved using his strong underwriting background to transform conventional medical plans into hyper-efficient insurance programs.

Education

M.A in Economics | University of California, Irvine

B.A. in Political Science | University of California, Irvine