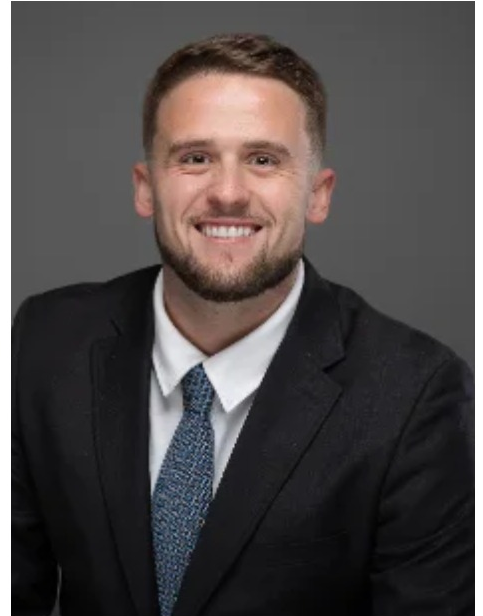


MITCH GIBSON

CTO

The speaker independent agents book follow-up calls about.

**8**

YEARS IN INSURANCE

200+VIRTUAL EMPLOYEES
PLACED**49**

AGENCY TECH AUDITS

4

AGENCY LOCATIONS

SPEAKS TO

Independent agency owners, producers, and operations leaders.

SHORT BIO

Mitch Gibson is CTO of Virtual Intelligence, a 200-person company placing virtual employees inside independent agencies. He's also co-founder of IndieTech and NexAgency, and CTO of The Insurance Alliance, a four-location agency across Illinois and Indiana. 8 years licensed, 49 agency tech audits, no vendor agreements.

8 years from inside the problem, not a summary of it.

Mitch Gibson started in insurance the same way most people do: licensed, cold calling, figuring it out as he went. What he noticed early was that the producers pulling ahead weren't working harder. They had better systems, and they knew which technology was worth their time.

Today he's CTO of Virtual Intelligence, a 200-person company that trains and places virtual employees inside independent agencies across the country. He's also co-founder of IndieTech and NexAgency, and CTO of The Insurance Alliance, a four-location agency in Illinois and Indiana. He's run 49 tech stack audits inside real agencies, with no platform agreements and no vendor relationships.

He hosts the MVP Podcast on the Agency Intelligence Network, where he's spent years talking with the producers and owners figuring this out in the field.

His take hasn't changed much: the agencies struggling aren't missing the right tools, they're missing the foundation that makes tools worth buying.

He lives in Greenfield, Indiana with his wife Cailee and their two daughters, and coaches high school varsity baseball.



"Can I grab 20 minutes with you? I need to show this to my operations manager."

CONFERENCE ORGANIZER, AFTER A SESSION

ACROSS 49 AGENCY TECH STACK AUDITS

65%

The average AMS runs at 65% capacity.

20+

The group had more than 20 different e-sign platforms between them.

1/2

Half had no formal training tool.

Four keynotes. One through-line.

01 THE AGENCY INFLECTION POINT

Most agency owners feel the pressure but cannot name it. This names it.

Something is shifting in independent insurance. Carriers are consolidating. Customer expectations are being set by industries that move faster than insurance. And technology is compounding advantages for the agencies that figured it out early, while the gap gets harder to close for the ones that did not. After 8 years inside independent agencies, the pattern is clear.

YOUR AUDIENCE WALKS AWAY WITH

1. The macro forces reshaping independent insurance right now, and why the window for adapting is shorter than most agency owners realize
2. What the agencies on the right side of the split are doing differently, and why it is not what most people expect
3. A framework for diagnosing where your agency stands today and identifying the move that matters most next

Presented at Applied Net (Las Vegas) · PIIB Summit (Long Beach) · IndieTech Experience

03 AI THAT ACTUALLY WORKS IN YOUR AGENCY

Most agencies don't have an AI problem. They have a readiness problem. The tools exist. The SOPs don't.

Independent agencies are getting sold AI from every direction right now. New platforms, new features on existing platforms, ChatGPT licenses nobody trained anyone to use. This keynote is about what is actually working in real agencies day to day, not what is getting funded and not what was on the conference floor last week.

YOUR AUDIENCE WALKS AWAY WITH

1. The AI use cases producing real results in independent agencies right now, from turning Loom recordings into full SOPs to drafting carrier-ready documents
2. What AI readiness actually means and how to score your agency on it before buying anything new
3. How to build the foundation, documented SOPs, consistent workflows, clean data, that makes any AI tool worth what you paid for it

Co-presented at Accelerate 2025 · PIIB Summit · From Chaos to Clarity Webinar Series

02 FUTURE PROOF YOUR AGENCY

After auditing 49 agencies, the same thing keeps coming up. Too many tools. Too little integration. Nobody asking whether any of it is actually working.

The average agency is running its AMS at 65% capacity. Across 49 tech stack audits, the group had more than 20 different e-sign platforms between them. Half had no formal training tool. Most had redundant systems they were paying for and barely touching. Before any agency can get smarter about technology, they have to see clearly what they already have.

YOUR AUDIENCE WALKS AWAY WITH

1. The 5 scoring lenses that expose which tools in your agency are earning their cost and which are dead weight
2. How to work through 10 technology categories, from AMS and CRM to VOIP, forms, and training tools, and find exactly what's broken
3. What AI readiness actually means for an independent agency, and the one thing most agencies are missing before any AI tool can do anything useful

Presented at PIIB Summit (Long Beach) · Future Proof Your Agency Webinar 2025

04 FROM PRODUCER TO SYSTEMS THINKER

The agencies that plateau are usually run by great producers who never made one specific shift.

Most agency owners became agency owners because they were excellent producers. That skill set got them there. But the habits that made them a great producer, solving individual problems fast, relying on relationships, keeping things in their head, start working against the agency once it tries to grow past a certain size.

YOUR AUDIENCE WALKS AWAY WITH

1. What the difference looks like between a producer mindset and a systems mindset, and why both matter at different stages
2. How to identify which problems in your agency are workflow problems pretending to be people problems
3. Where to start building systems in an agency that has been running on relationships and tribal knowledge

Presented at Applied Net (Las Vegas) · PIIB Summit (Long Beach) · Accelerate 2025

Formats and durations

FORMAT	LENGTH	BEST FOR
Keynote	45–60 min	Association conferences, general sessions
Breakout session	60 min	Track programming, heavy Q&A
Workshop	1.5–3 hours	Attendees bring their own numbers and leave with a scored audit
Half-day intensive	3–4 hours	Cluster and agency group retreats
Panel or fireside	30–60 min	Moderated, no slides needed
Virtual keynote	50–60 min	Delivered live, never pre-recorded

INVESTMENT

\$3,500

Starting rate · keynote format · small local agencies

Final rate depends on format, travel, and audience size.
Ask about half-day and multi-session pricing.

EVENT TYPES MITCH WORKS WITH

- Association conferences (Applied Net, PIIB, Big I, state associations)
- Agency group and cluster events
- Custom workshops and training programs

BOOKING

BOOK MITCH TO SPEAK

FIND MITCH

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[Instagram @mitchrgibson](#)
[Facebook /mitchrgibson](#)