GEN44 ADVISORY

JEN TADIN



Built for what comes next.

OPERATING ADVISOR TO INSURANCE DISTRIBUTION

Former carrier executive at The Hartford, Travelers and Safeco, Chief Growth Officer of insurtech Bold Penguin, and President of Gallagher Select.

$220M	70%	1,550
REVENUE LED, GROWN FROM $126M	EBITDAC GROWTH IN THREE YEARS	COLLEAGUES LED, ONSHORE AND OFFSHORE

Figures approximate.

WHAT GEN44 DOES

01 PERFORMANCE

Stronger margins and more capacity from the business you already have.

Margin Improvement
Operational Efficiency, Technology and AI Adoption
Carrier and Vendor Partnerships
Offshore Operations Build-Out

02 GROWTH

Disciplined growth, organic and acquired.

Pre-Deal Operational Diligence
Integration and 100-Day Plans
Distribution Model Design
Go-to-Market Strategy
Carrier Distribution Strategy
Sales Performance and Compensation
House Account Model Design

03 PEOPLE AND CLIENTS

The teams and client experience that make results last.

Client Experience
Client Segmentation and Optimization
Culture and Talent

OUR SPECIALTY Small commercial and personal lines, where scale and efficiency decide who wins.

WHO WE SERVE Brokerages (strategic, PE-backed and independent) · Private equity firms · Carriers · Insurtechs

WORK WITH GEN44

Bring an operator to the table.

REQUEST A CONSULTATION
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SCAN

Most advisors have studied the business. Jen Tadin has run it.

SELECTED EXPERIENCE

Results from the operator's seat.

18

ACQUISITIONS LED

Led 18 acquisitions on the deal side and integrated more than 70 mergers across her career, including founding Gallagher Agency Alliance and building a new acquisition segment from zero to about $21M in revenue and $9.9M in EBITDAC.

46%

EBITDAC MARGIN

$100M in EBITDAC on about $220M in revenue, through disciplined margin management.

30%

MORE SERVICE CAPACITY

Service desk capacity gained from the Genesys and Salesforce Service Cloud rollout, across a team of 1,550 onshore and offshore.

At departure, the business served about 284,000 clients and $1.7B in premium.

Figures approximate.

HOW WE ENGAGE

01 The Diagnostic

A focused assessment of growth, margin, distribution or integration readiness, with specific, defined deliverables and a clear plan at the end.

02 The Embedded Executive

Fractional leadership inside your business, with defined ownership and outcomes.

03 The Integration Lead

Hands-on leadership of a post-acquisition integration, from day one through steady state.

04 The Retained Advisor

Ongoing strategic advice for owners, CEOs and deal teams on a monthly basis.

Every engagement is scoped to the business. Fees are discussed in consultation.

"I've spent my career inside the insurance industry, not studying it from the outside. I don't bring theories. I bring what worked, what didn't, and the discipline to know the difference."

JEN TADIN, FOUNDER, GEN44 ADVISORY

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