



Aaron Gordon

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NEXT GEN INSURANCE
AND FAMILY BUSINESS
LEADER
PODCAST HOST



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in /aarongordon

BIOGRAPHY

Aaron Gordon is a Second-Generation Family Business principal, Outsourced Risk Manager and Insurance Agent with expertise in Property and Casualty Insurance, Risk Management Consulting, and Captive Management. Representing the second generation, he serves as Vice President in his family's boutique Insurance Agency and Consulting Firm, Gordon Companies (I. David Gordon Associates Inc.) which has been providing Insurance and Risk Management Services coupled with top quality customer service for over 50 years.

For close to two decades, he has worked with High Net Worth Individuals, some of the worlds most famous Jewelers, Real Estate Professional and a variety of Small Businesses within the Insurance industry. **He has also been responsible for the transition and modernization of Gordon Companies which has nearly tripled the firm's revenue.**

Aaron received his Bachelor's degree from the Sy Syms School of Business and is a licensed Property/Casualty Broker in New York and over 40 states across the US. In 2018 Aaron received the CAPI (Certified Advisor Personal Insurance) designation through the Wharton School and Chubb. And in 2020 he received the CCIC (Cyber COPE Insurance Certification) designation through the Carnegie Mellon and Chubb.

He is 1 of only 5 insurance advisors worldwide with these two designations.

Aaron lives in Queens, New York with his wife Michele and 5 children (4 daughters and 1 son)



SPEAKING TOPICS

- **AAA - Availability, Affability and Ability in that order** - why and how old school marketing tactics still work today
- **All in the family** - how to manage and optimize your businesses perpetuation plan - from birth to transition
- **1 of 5** - how being “overeducated” skyrockets growth
- **You are your brand** - turning your passion and personality into lead generation
- **Youth Movement** - how to reposition and reinvent your message for next generation buy in
- **#keephustling** - why staying the course wins long term and what I have learned from 100+ episodes of the podcast
- **The American Dream** - why community based small businesses are still the surest way to wealth generation
- **Fiercely Independent** - they said we would be dead and yet we are more profitable than ever - here's how and why
- **Trusted Advisor** - why the next generation is more like their grandparents than parents





AS FEATURED:

THE WALL STREET JOURNAL.



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