



PRESENTED BY  
**ITC VEGAS** | McKinsey  
& Company

# ITC VEGAS

POST-EVENT REPORT

2025



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# A message from Nicole Peck, President, ITC Vegas



## Thank you from all of us at ITC Vegas

Your contributions have made a lasting impact. ITC Vegas is a movement because of you. Your passion, your dedication, and your commitment to pushing our industry forward. You're not just part of an event; you're helping shape the future of insurance.

This past year, we reached new heights together, exploring a wonderland of opportunities and expanding what's possible in our industry.

On behalf of the entire team, thank you for your unwavering support and partnership at ITC Vegas 2025 and beyond. Your involvement is a big part of what makes ITC Vegas the premier home for innovation in insurance.

Your contributions have made a lasting and meaningful impact. Together, we're doing more than gathering once a year; we're fueling a movement that's actively shaping the future of our industry.

As we move through this exciting era of modernization and transformation, it's more important than ever to celebrate the connections we've built, the relationships we've deepened, and the partnerships that continue to grow.

Looking ahead to 2026, the possibilities feel endless. We're truly excited to continue this journey with you and to imagine all the remarkable things we'll achieve together.

With deepest appreciation and warmest regards,

**Nicole Peck**

President, ITC Vegas



The Power of ITC Vegas

# Audience Highlights



## ITC at A Glance

ITC Vegas is proud to be the largest gathering in the world for the insurance industry.

### Audience Breakdown

**9,000+** participants

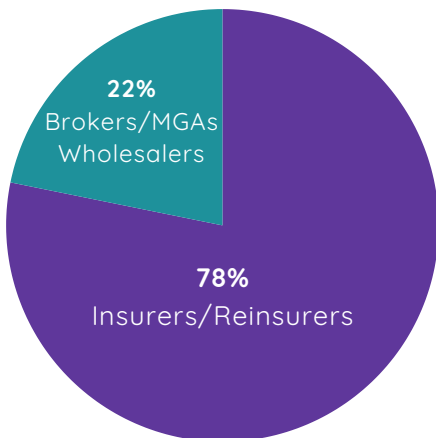
including:

**44** regulators/  
government entities

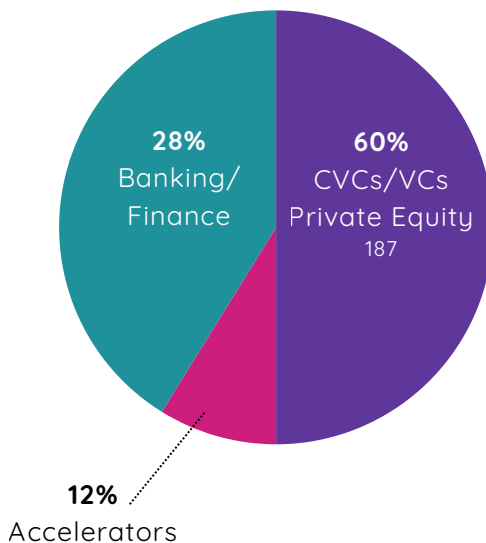
**700+** sponsors/partners

## The Insurance Ecosystem

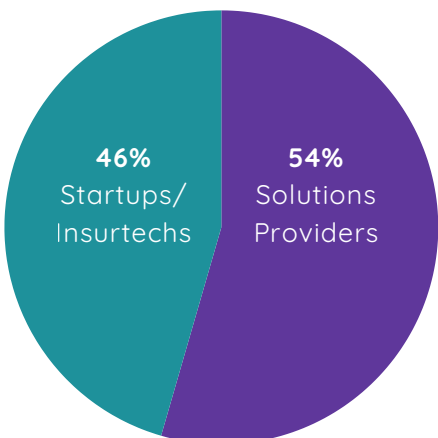
### Incumbents



### Investors



### Innovators



## ITC Vegas: Unmatched insurance industry breadth and depth

# Audience Highlights

### Top Carriers Attend ITC

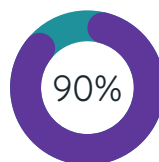
- 48 of the Top 50**  
Property & Casualty Carriers
- 24 of the Top 25**  
Personal Line Auto Carriers
- 10 of the Top 10**  
Commercial Carriers
- 10 of the Top 10**  
Brokers
- 9 of the Top 10**  
Cyber Carriers
- 22 of the Top 25**  
Life & Annuities Carriers
- 25 of the Top 25**  
Workers Comp Carriers
- 9 of the Top 10**  
Excess & Surplus Carriers
- 8 of the Top 10**  
Reinsurers
- 78%**  
Attendees are Director+



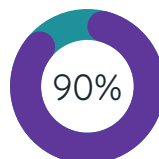
### All About Connections

**10,843** accepted meetings

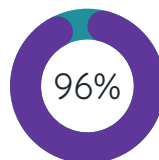
(these are the ones we know about through the app, doesn't take into account the thousands held outside of app scheduling).



active in the event app



connected with at least one person



of meetings held rated positively

# The power of ITC Vegas ITC welcomes the world

ITC Vegas is the world's most global gathering of insurance innovation.



56

## Countries Represented

by attendees, including the US.

### Top 10

USA, Canada, United Kingdom, Brazil, Japan, Mexico, Israel, Australia, India and France

15%

## International Attendees

ITC Vegas features insurtech startups from **20 countries** around the world.



Hear from the best

## Main Stage Lineup



“To keep up, to remain relevant, innovation isn't just nice to have; it's existential. It's a must-have for any organization, and it's truly essential. The efforts you are all making to help us innovate are incredibly important, as insurance is a vital aspect of our lives. Insurance is a social good; insurance drives economies.”

**Tim Sweeney, Chairman & CEO • Liberty Mutual Insurance**



“The best form of marketing is what your customers say about you, not what you say about yourself. Attention beats marketing 1,000% of the time. What are those experiments that you can try to create a moment for a fan that's remarkable, that's different? The future of business is not how many customers you have; it's how many fans you have. Customers are transactional; they come and go, but fans never leave”

**Jesse Cole, Founder • Savannah Bananas**





“If all the VC firms were to disappear overnight, you know, life would be just fine. But without insurance, ordinary people would be devastated by the catastrophes that are improbable in the individual case but are certainties in the aggregate. So it is our calling, our life’s work to serve the knowledge workers that provide this vital social service that insulates us from the depredations of a world full of terrible hazards.”

**Marcus Ryu, Founder & Former CEO • Guidewire**



“When we talked about AI 10 years ago, we didn’t talk about the same AI that we’re all talking about now. It was more of a thesis that AI is coming and it’s going to impact industries that have data at their core more than anything else. And insurance is really about probability and data; that’s really what we’re selling and risk, right? So that’s why it’s so sensitive and why it’s going to be so massively disrupted by this new technology that is coming.”

**Maya Prosor, Chief Business Officer • Lemonade**





# A message from Drake Slaikeu-Lawhead, Head of Growth



## Thank you from all of us at ITC Agents & Brokers

Because of you, ITC Agents & Brokers reached new heights in 2025. We nearly doubled in size from 2024, and the feedback we've received from our attendees has been overwhelmingly positive. You're helping shape the future of insurance.

2025 was our second year running a program specifically for independent agents and brokers. We were pleased to count over 600 people in the room on what has become the fastest-growing part of ITC Vegas.

Our expo nearly doubled in size and sold out early, with 48 booths. We also had high traffic across the day to the booths because we deliberately coached, prodded, and encouraged the audience to visit each sponsor (who individually received a special call-out on stage) to make use of our remarkable expo during specially allocated time slots.

We have ambitious plans for 2026 to significantly grow and enhance the experience for our fast-growing independent agent audience and create superior value for the companies that support them.

Join us!

**Drake Slaikeu-Lawhead**  
Head of Growth

## Audience Highlights & Topline Stats

600+ Attendees

150+ Sponsors/Partners

40+ Speakers



27% YoY growth



86% were highly satisfied with the event



73% senior level executives



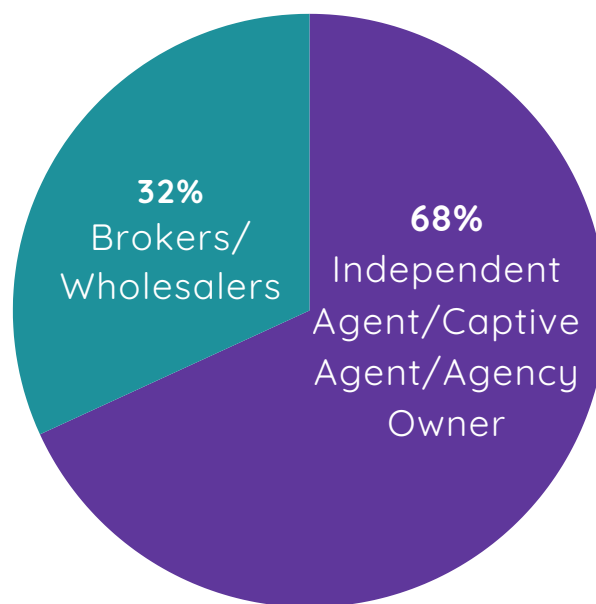
63% have decision making power



47% First-timers



35 states



### Highlights

- ITC Agents & Brokers nearly doubled in size in 2025.
- Over 400 Independent Agencies
- Over 300 executives from large brokers
- Full day of practical takeaways delivered by agency owners and vendors.



## Through the Looking-Glass



## AGENTS & BROKERS

“ITC Vegas is the ultimate networking and learning event for anyone in the insurance and insurtech space. It’s where you connect with top leaders, discover new technology, and form partnerships that can truly grow your business.”

**Ricky Brito, Account Manager • S&R Insurance Services**

“If you’ve been before, this show is completely different. If you’ve never been before, then it’s something that you must experience because it’s one of the top, if not the best, technology conferences for the independent insurance system.”

**Jason Cass, CEO • Agency Intelligence**

“I attend at least 10 shows a year for Independent Insurance Agents. This is by far the best show, and over the last two years, it has continued to improve, making it an even more valuable experience for agency owners to attend. It is cutting-edge stuff that every agency owner should know about.”

**Jon Spaugy, Owner • S & R Insurance Services Inc**







"ITC Vegas is the ultimate networking and learning event for anyone in the insurance and insurtech space. It's where you connect with top leaders, discover new technology, and form partnerships that can truly grow your business."



"ITC Vegas is a place to network, partner, and learn from the best and brightest of the insurance world. Would highly recommend anyone attend."



"Well attended and the right people in the right room. Well organized and lots of good tech companies."





# A message from Drake Slaikeu-Lawhead, Head of Growth



## Thank you from all of us at ITC LATAM

Your contributions to ITC LATAM have made a lasting impact that continues to grow each year. Your passion, dedication, and commitment to advancing our industry help shape the future of insurance.

2025 was our third ITC LATAM and the year we really ‘nailed it’ in terms of the quality and seniority of the audience, and the quality of the experience, which consisted of a very packed three-day program of events, meetups, and content specifically for the Latin American market.

We are privileged to enjoy the full support and endorsement of every major Insurtech association in Latin America (AIP, AIM, InsurteChile, Insurtech Brasil, AIC, Camera Argentina, and more).

ITC LATAM used to be the ‘best kept secret’ at ITC Vegas. No longer!

Join us in 2026 and take part in ITC’s most vibrant community!

**Drake Slaikeu-Lawhead**  
Head of Growth

## Audience Highlights & Topline Stats

300+ Attendees

90+ Sponsors/Partners

40+ Speakers



12 countries



39% First-timers



22% have decision making power



73% senior level executives



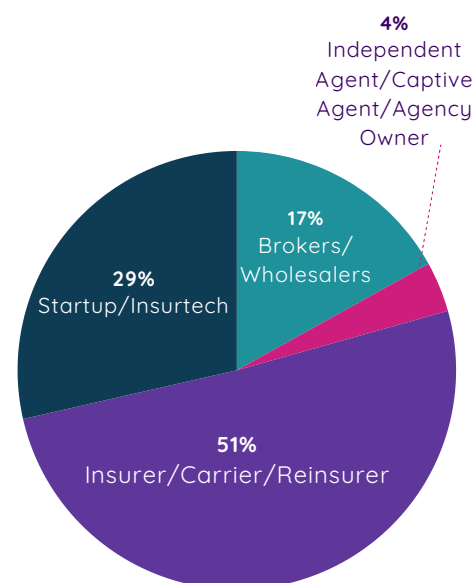
88% were highly satisfied with the event



23% YoY growth

### Highlights

- 2025 had the largest ever delegation of over 300 executives
- 18 pieces of breaking news
- 3 days of content
- Investor pitch day
- Numerous happy hours, meetups, social mixers, and offsite activities.





## Through the Looking-Glass



“Excellent opportunity to stay up to date with the latest technology and future trends.”

**Julio Mendes, Gerente • Porto**



“The biggest event for insurtech in the world.”

**Santiago del Castillo, CEO & Co-Founder • Xsisi**



“Very good ecosystem for connections, network and learnings from Insurance segment.”

**Nara Pereira, Alliances Manager • Adyen**



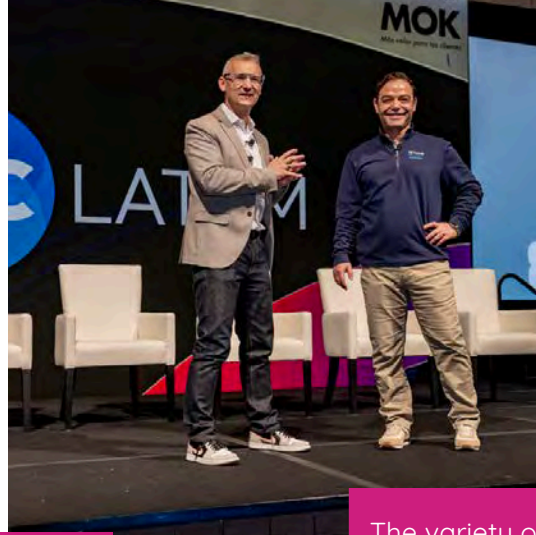
“An incredible opportunity to make good networking and see trends and insights of technology for the insurance sector.”

**Marcelo Chamma, CEO • Cads Digital**

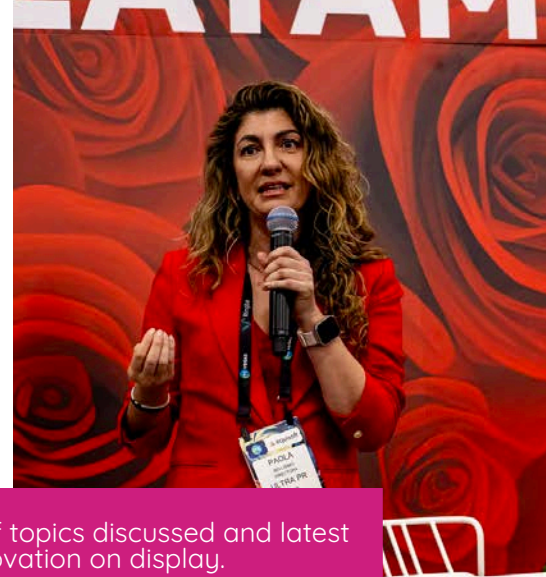




Biggest event for insurtech in the world



The variety of topics discussed and latest innovation on display.



A "One stop solution" highly valuable for the Insurance Industry





# A legendary Advisory Board



**Amit Arora**  
VP - Product, RGA  
Adjunct Associate Professor,  
AI & Applied Risk Analytics  
Columbia University



**Brian Poppe**  
SVP - Income & Wealth Planning  
Mutual of Omaha



**Brittany Clements**  
Managing Director  
American Family Ventures



**Caribou Honig**  
Co-Founder, ITC  
Partner, Sempervirens



**Dr. Christy Lane**  
CEO, Co-Founder  
Flora



**Chuck Johnston**  
Insurance Technology  
Strategist  
Johnston Consulting



**Dave Kerrigan**  
Founder & CEO  
BenefitPitch



**Erin McClintock**  
Sr. Director of Underwriting  
Innovation  
Nationwide



**Evan Falchuk**  
CEO  
Family First



**Garrett Viggers**  
CEO & Co-Founder  
Zoë Foundry



**Helen Burke**  
Founder & COO  
Teambase



**Jason T. Andrew**  
COO/CIO & Co-Founder  
Zoë Foundry



**Justin Curtis**  
First Vice President, National Practice  
Lead, Vendor & Carrier Solutions,  
Alliant Employee Benefits



**Lori Vodraska**  
Head of Strategy & Innovation,  
Benefits & Protection  
Principal



**Lucy Graham**  
Director of Marketing  
CalcFocus



**Marc Glickman**  
FSA, CLTC, CEO and  
Co-Founder  
Buddlins



**Megan Duty**  
SVP  
Puritan Life and Canvas  
Annuity



**Moshe Tamir**  
CEO, Co-Founder  
Axell



**Paul H. Richardson, Jr.**  
Founder and CEO  
Tumbleweed



**Richard De Sousa**  
Executive Vice President, Head of  
Growth & Development, US  
SCOR



**Robert McIsaac**  
President and CEO  
RPM Ventures NC



**Stephen Goldstein**  
Managing Principal &  
Founder  
TETRAG



## Audience Highlights & Topline Stats

**2300+ Attendees**

**150+ Sponsors/Partners**

**40+ Speakers**



**22 of Top 25** Life & Annuities Carriers



**47%** have decision making power



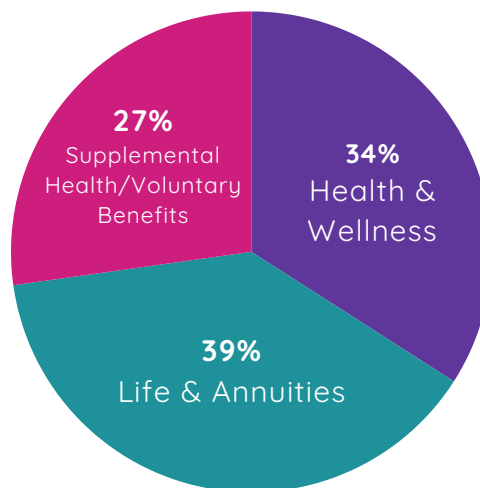
**68%** senior level executives



**79%** were highly satisfied with the event



**3%** YoY growth



## Top Themes

- 2025 had the largest attendance with over 2300 delegates
- Curated neighborhood in Expo Floor, combining content, innovation, and networking
- A very engaged Life, Health & Benefits Advisory Board that participated in panels, moderated sessions, and emceed the LH&B stage for both days



# Through the Looking-Glass



## LIFE, HEALTH & BENEFITS

### Featured Speakers

- **Keren Herzberg**, SVP, Technology & Operations Solutions, Symetra
- **Ron Gura**, CEO & Co-Founder, Empathy
- **Jay Kaduson**, CEO of Workplace Solutions, Voya Financial
- **Dave Rengachary**, SVP, Head of Underwriting, U.S. Individual Life, RGA
- **Zac Townsend**, CEO & Co-Founder, Meanwhile
- **Corin Chapman**, Director of Innovation for Life/Health/Investment Planning Services, State Farm
- **Michael Estep**, President - Group Insurance, Prudential Financial
- **Justin Curtis**, FVP - National Practice Leader, Alliant

“I would tell them that it is the best place for insurance innovation. The quality of the sessions when it came to insight and information was like no other. It was full of trending topics in the industry while also hearing thoughts about innovations and what is going on right now. You were also able to connect with multiple vendors and sponsors to network and learn what they have to offer.”

**Jacob Kegerreis, Associate Software Engineer • Erie Insurance**

“Great collection of industry leaders and new tech - for me, everyone that I need to connect with is in Vegas for the week.”

**Brian Poppe, SVP, Income & Wealth Planning • Mutual of Omaha**

“The best place to meet influencers and discover new technology in the insurance industry.”

**Marc Glickman, CEO • BuddyIns**







"I was amazed by the magnitude and wealth of information designed for all attendees. It does take planning on the app to ensure the realized benefits, but the conference is very well done."



"Best place to meet influencers and new tech in the insurance industry."



"Excellent networking with tremendous potential for learning and sharing of new ideas and concepts related to insurtech."



# The Power of ITC Vegas

## The Buzz

**Che-yuan Li** • 3rd+ • [Follow](#)

FinTech & InsurTech | AI Innov...

AI Took Over ITC Vegas 2025 — But Only the Real Ones Will Survive.

See below for my takeaways from this year's ITC:

★

AI, AI, AI. Gen AI & Agentic AI were everywhere. A few years back, ITC felt more experimental with creative, adjacent ideas, trying to reinvent insurance. This year was different. The AI wave has made carriers realize their core business can still evolve, and that's where the money's going.

I am so... drives... ce,

“LATAM stood out this year, showing that innovation now runs through every corner of the insurance value chain.”

★

Compe... here were f... st insure... ors eager to absor... it's probably that AI lowered technical barriers... more interest in cross-regional explor...

★

LATAM stood out this year, showing that innovation now runs through every corner of the insurance value chain. Late movers in these markets might actually have the edge. With no legacy systems holding them back, they can jump straight into digital distribution and build embedded insurance ecosystems from day one.

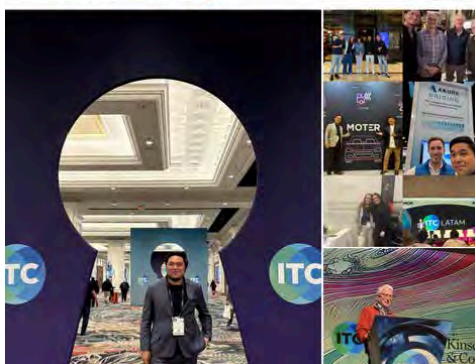
★

On the startup side, some familiar names are now extending their reach across the value chain, building deeper integrations and real moats. Meanwhile, AI startups are flooding in, and investors are repeatedly asking the same question: “Is this the real deal?” If you're a founder and want the answer to be yes, focus on what MTech's Kevin highlighted in his talk — the five real moats:

- \* Deep Domain Expertise
- \* Workflow Lock-In
- \* Accuracy
- \* Proprietary Data
- \* Hyper-Specialization

If your solution truly checks these boxes, DM us!

#ITCVegas #InsurTech #Fintech #Insurance #Innovation #MTechCapital



**Evyatar A...** • 2nd • [Follow](#)

Insurance Nerd | Wonders Bridge...

Visit my website

1mo • 5

Day 3. The final chapter of this Wonderland #ITC

Maybe it was the energy. Maybe it was the people. Or maybe, just maybe - this year's [InsureTech Connect #VEGAS](#) truly felt different.

From the first-timers who arrived full of curiosity and left with new insights and meaningful connections, to the startups and scaleups - some fresh off their first launch, others already acquired or publicly traded - there was room for everyone.

Even the layout of the expo felt more intentional this year (and yes, that matters!). Despite walking close to 30,000 steps a day, every turn led to a new conversation worth having - and, of course, a few unexpected quests... like my noble attempt to win the K-Pop tiger from the [Optimity Step Challenge](#) 🐯

But for me, this day carried something truly special. It was my first time on stage as a speaker, moderating the Founders Forum - and witnessing [Gil Arazl](#) officially unveil [The Spark](#) during an invite-only session for insurers at ITC.

As someone who's spent years in insurance, underwriting, and entrepreneurship, this moment meant a lot.

Why? Because from a humble start today. And as the [The Spark](#) reactive t... Insurers a buzzword. The market and so on... nice tech impact, a

“This conference isn't just about technology - it's about people, the ones determined to make insurance better, step by step, idea by idea.”

★

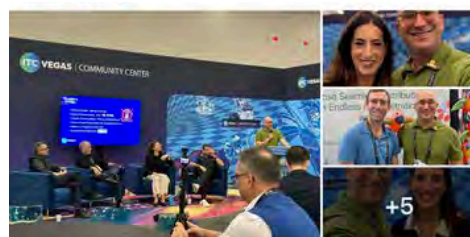
It was amazing to... friends, new ones, and those I'd only seen on social media until now, yet somehow felt like we've known each other for years.

This conference isn't just about technology - It's about people, the ones determined to make insurance better, step by step, idea by idea.

Already thinking about next year... and I might already have a few ideas brewing. 🤖

#ITCVegas #TheSpark #WondersBridge #Insurtech #PreventionFirst #PolicyInWonderland

Nicole Peck Bill Harris Rocio Sarriegui Zulueta Orna Carni Tomer Kashi Peter Tilbrook Franklin Manchester, CPCU Sabine VanderLinden Matteo Carbone Bryan Falchuk Clinton Houck Stephen Goldstein Brett Fulmer Justin Nagode Gilad Shai Ann Byington Arik Yelovitch Michael Gulla Matt Connolly Matt Ferguson Moshe Tamir Jonathan Crystal Nigel Walsh Curtis Goldsborough



**Sabine VanderLinden** • 2nd • [Follow](#)

Venture Client Pioneer | Chair, Board M...

Visit my website

1mo • 5

Grateful. Energised. Inspired

What a week at [#ITCVegas 2025](#) — and what an honour to host our AI Horizons 2030 executive kickoff on October 14th!

Every year, I walk away from this event reminded of why our industry matters: we don't just insure risk! Indeed, we reimagine resilience.

🔦 This year's conversations were bold: from trust and governance in AI to the rise of agentic systems and hybrid human-machine workforces.

🚀 And the energy? Off the charts. Between panels, hallway chats, and countless coffees (and cocktails!), the best insights often happened off stage.

I'm deeply grateful to:

👉 The [InsureTech](#) team for creating the magic that brings us together.

“And the energy? Off the charts. Between panels, hallway chats, and countless coffees (and cocktails!), the best insights often happened off stage.”

👉 The [InsureTech](#) team for creating the magic that brings us together.

A bientôt...

Back from ITC Vegas 2025-My Week in t... • 7 pages

ITC Vegas Executive Kickoff Summit:

AI Horizons 2030: Provocations and Possibilities

Reimagining Insurance in an Autonomous World

How Uniquitous AI, Robotics, and Human Ingenuity Will Redefine Risk, Value, and Trust

👉 The [InsureTech](#) team for creating the magic that brings us together.





# The Power of ITC Vegas

## The Buzz



**Samantha Tradelius** Insurance Maven | Philanthropi...

+ Follow

Big Stage. Big Conversations. Big Gratitude.

Being one of only two women on the main stage at ITC Vegas Agents today was a true career highlight.

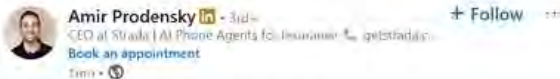
We dove into the real talk — the journey behind the deal, what to think about pre- and post-sale, and how to navigate the evolution of our industry with heart and hustle.

Beyond the mic, I spent the day soaking in so much fresh perspective — new tech, new players, new norms. The energy here? Electric ⚡

The insurance industry is so cool right now. Innovation, connection, collaboration — this is what the future looks like.

“The insurance industry is so cool right now. Innovation, connection, collaboration - this is what the future looks like.”

34 reactions



**Amir Prodensky** CEO at Strada | AI Phone Agents for Insurance...

+ Follow

#ITCVegas was electric! Easily one for the books.

- First time bringing the Strada team
- Back-to-back convos with carriers, MGAs,
- Customers hyping results to prospects right
- Walked away with a bigger pipeline than

And yes... from ice bars to shark tanks to speakeasies with partners too.

Grateful for every customer, prospect, and teammate who made it happen.

Now comes the fun part: turning conversations into success stories.

“Now comes the fun part: turning conversations into success stories.”

95 reactions



**Luis Téllez de Menese** Business Development Manager

+ Follow

ITC Vegas 2025

First time at ITC — and what a mind-blowing experience!

It's been the perfect setting to reconnect with many of our clients and partners, and to witness first-hand the direction in which the insurance industry is evolving.

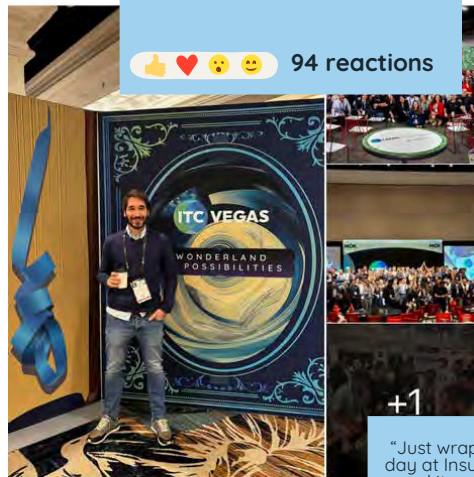
Here are my key takeaways:

- Insurtech investment is on the rise again, with technology playing a leading role — AI is everywhere!
- LATAM is growing — and growing big! For us at MunichRE, this is a once-in-a-lifetime opportunity to strengthen our presence and deepen our focus alongside our Latin American partners.
- Life and Health business is emerging as a growth driver for all players in the business. There's so much to do — and so much room to grow.

A big thank you to Panamerican environment community w #ITCLATAM #Insurancel

“LATAM is growing - and growing big!”

94 reactions



**Soufiane Elazim, MBA** Senior Business Analyst | Creative Problem Solve

It's easy to talk about innovation — it's harder to find who are actually building it. That's what this week at #ITCVegas felt like.

Just wrapped up my last day at InsureTech Connect — and it wasn't just another conference. It felt like stepping into the future of our industry... and something I didn't expect to find.

Conversations about innovation, AI, and the human side of change reminded me how fast our world is evolving — and how much possibility opens up when people come together to build what's next.

Grateful to have shared this experience with my teammates from Falvey Insurance Group, and to everyone I met who's challenging the status quo and reimagining what's possible.

Heading home inspired, connected, and ready to turn ideas into action.

The future is now. 🚀

“Just wrapped up my last day at InsureTech Connect — and it wasn't just another conference. It felt like stepping into the future of our industry... and something I didn't expect to find.”

63 reactions



**Ally Cheng** Go-To-Market | Driving Preven...

+ Follow

What ITC Vegas revealed about the next era of longevity medicine:

At first glance, ITC Vegas, the world's biggest insurtech conference — might seem worlds away from longevity medicine. But standing on the expo floor, it became clear: this is exactly where the future of health is being rewritten.

What's happening in the insurance space right now isn't just about claims or coverage, it's about proactive health. The same technologies shaping personalized risk scoring, predictive analytics, and dynamic coverage models are the ones that will drive the next decade of precision and longevity care.

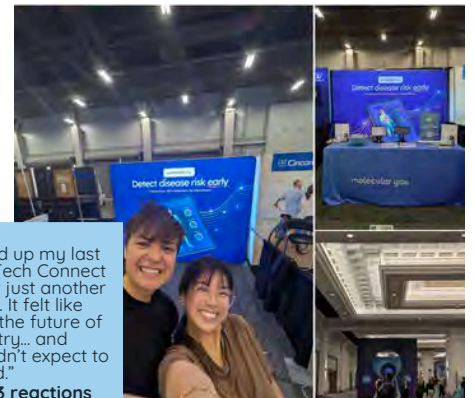
At Molecular You, we've always believed that the key to longevity is understanding the full picture of your health before symptoms appear. Seeing how insurers, digital health, and longevity are converging now: “ITC was a reminder that we're entering a new phase — where health, technology, and finance aren't separate industries, but parts of one connected longevity economy.”

15 reactions

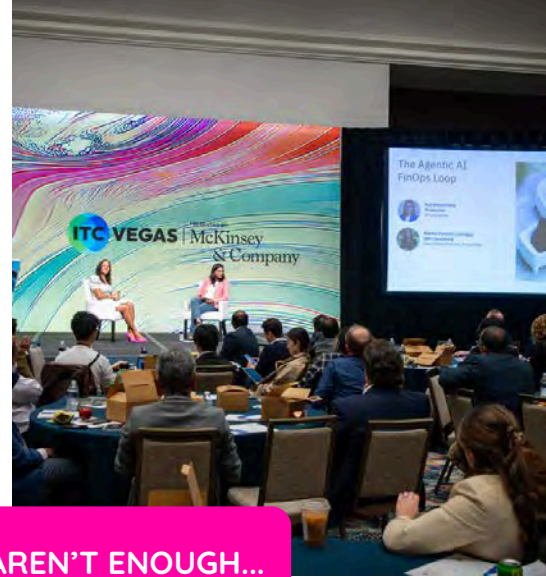
Integration of diagnostics, lifestyle insights, and financial into one ecosystem. That's exactly where longevity care is headed.

ITC was a reminder that we're entering a new phase — where health, technology, and finance aren't separate industries, but parts of one connected longevity economy.

#ITCVegas2025 #Longevity #PrecisionHealth #MolecularYou #HealthInnovation #FutureOfMedicine #Prevention







WHEN WORDS AREN'T ENOUGH...







WHEN WORDS AREN'T ENOUGH...





# Want to Join Us Again in 2026?



## ITC Vegas Wouldn't be the Same if You Weren't Here!

As ITC Vegas continues to soar to new heights, it's more important than ever for our fellow innovators to find their flock and make meaningful, lasting connections.

We are already drumming up new ideas to bring the best of the best to ITC and help launch your business even further into the stratosphere. These new discoveries will help make an event of this great scale feel like intimate gatherings for you to connect with like-minded trailblazers.

Whether you're a veteran guardian of the insurance galaxy or a startup new to the space, whether you identify as an independent agent or broker – it's never been easier to showcase your brand to the customer and partners that matter most; let us help you conquer your next mission.

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## Contact Us



Website  
[vegas.insuretechconnect.com/become-a-sponsor](https://vegas.insuretechconnect.com/become-a-sponsor)



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