

JON PERSKY, CPA, CIC, PHR

Jon Persky graduated from Duquesne University, holds an MBA in Finance from the University of Pittsburgh, is a Certified Public Accountant, a Certified Insurance Counselor, and holds the Professional in Human Resources designation from the Society of Human Resource Management.

He has spent the majority of his professional career in the insurance industry in positions such as Controller, Chief Financial Officer, and Personnel Director. The agencies Jon has been associated with range from a large commercial lines-only agency to a 35-location non-standard auto agency. Jon has also been the Vice President of Operations of a law firm.

As a national faculty member of the Society of Certified Insurance Counselors for over 25 years, Jon is the Society's exclusive lecturer on Perpetuations, Mergers & Acquisitions, and Agency valuations. He facilitates these topics as well as many others countrywide.

Jon is the President of Optimum Performance Solutions, LLC (www.optperform.com), a company that provides management consulting services on a nationwide basis to insurance agencies and carriers. The firm specializes in the areas of mergers and acquisitions, agency valuation, sales and marketing, compensation planning, perpetuation planning, and workflow analysis.

Clients range from small "mom & pop" type agencies to regional banks to divisions of Fortune 100 companies. Jon and his company are also endorsed by several state insurance associations. Jon is also the author of:

- Starting, Buying, Selling & Perpetuating Insurance Agencies
- Hiring, Managing & Compensating Insurance Agency Personnel
- Maximizing Agency Value I and II
- Managing Human Resources in an Insurance Agency

He is also a regular contributor to Resources Magazine as well as several state association publications. Jon can be contacted at jon@optperform.com.