



# Employer Guest Speaker

**Name:** Julia Jordan

**Organization Name** Goosehead Insurance

**Address** Dallas, Texas

## Biography

Ms. Jordan joined Goosehead Insurance as an Account Executive in 2010. In 2011, Julia launched the company's marketing department and played a key role in the development of the company's brand. She was then promoted to Recruiting Manager in 2014, where she continues to oversee all recruitment efforts for the Goosehead Corporate Team. In 2016, Julia became a Partner and Director of Goosehead Insurance. Julia graduated from Texas A&M University, earning a bachelor's degree in Marketing from Mays Business School.

## About my Organization

Founded in 2003 by a Harvard MBA and Partner of Bain & Co, Goosehead Insurance is changing the face of the insurance industry. Providing a unique business model, top of the line service, and hiring the best new college graduates, the company has organically grown to become the largest independent agency in Texas and the fastest growing the United States. We have a truly unique culture of fun, achievement, personal commitment to one another and rich mentorship.

## Presentation Lists

| Category          | Presentation Topic | Presentation Description   |
|-------------------|--------------------|--|
| Industry Specific | Goosehead Story    | Speaker: Mark Jones, CEO - topics are flexible Mr. Jones is the co-founder and has served as Chief Executive Officer since inception in 2003. Under his leadership, Goosehead has grown to be among the largest and fastest growing personal lines insurance agencies in the country. Mr. Jones holds an MBA from Harvard Business School and specializes in lecturing on entrepreneurship, business development, and strategy |

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| Adjusting to the Workplace     | Career Management and Entrepreneurship | <p>Speaker: Matt Colby, Director of Agency Support - topics are flexible Mr. Colby joined Goosehead's Dallas office in 2007 as an Account Executive and two years later cofounded our first satellite office in Houston. Promoted to Partner and Director in 2011, Mr. Colby specializes in career management, entrepreneurship, and sales management.</p>   |
| Industry Specific              | Marketing Classes Presentation         | <p>Speaker: Brian Pattillo, Sales Director Specific Presentation on Smart Marketing: Discussion on how to go about marketing effectively when you are on a tight budget. Many insurance companies spend over a billion dollars per year on advertising. We spend virtually no money, but we are the fastest growing insurance company in America. Our entire business approach has been centered around building relationships with loan officers and realtors so that they refer their clients over to us. We also get a ton of business through client word of mouth. If you are open to it, I would use the Goosehead case study to try to prove several marketing concepts: • Some of the best marketing strategies involve little to no money (ex. Ice bucket challenge) • Many companies are using "Growth Hacker Marketing" rather than traditional approaches • Word of mouth is the most powerful force in marketing • Brand awareness in financial services doesn't matter—focus on driving leads • Stand out—don't follow the same marketing approach as your competitors</p> |
| Career Readiness & Preparation | Secrets from a Campus Recruiter        | <p>Speaker: Julia Jordan, Recruiting Director Mrs. Jordan specialty topics focus on post-graduate career planning and how to effectively market yourself to recruiters.</p>  |