**Mark Breading, Partner, ReSource Pro Consulting** is known for his insights on the future of the insurance industry and innovative uses of technology. Mark leverages his background in strategy, marketing, and technology to consult with insurers and technology companies on forward thinking strategies for success in the digital age, where his inventive methodologies, fresh ideas, creative conceptualizations, and ability to incorporate InsurTech and transformational tech in business strategies is unparalleled. He also leads in the development and publishing of industry research reports and conducting custom research projects for insurer and tech company clients. His thought leadership in the areas of distribution strategies, InsurTech, transformational technologies, and digital strategies has earned him a ranking as a "Top Global Influencer in InsurTech" by InsurTech News.

Mark spent 25 years with IBM in roles including the Global Insurance Strategist, Global Insurance Marketing Leader and Director of Global Financial Services Executive Conferences. He co-developed IBM’s Account Based Marketing (ABM) program and led the global project office to implement ABM across all industry verticals worldwide. Mark was instrumental in the success of Strategy Meets Action from the early startup phase through its acquisition by ReSource Pro in 2020. As a Partner at ReSource Pro, he continues to advise clients and lead research and thought leadership, now extending into new areas including talent and the workforce, MGAs, and retail agencies/brokers.