

Name: Jason Mickool

Company: Florida Financial Advisors

Session: Ancillary Benefits: Enhancing Coverage, Increasing Client Value

Bio: Jason Mickool is the Founder and CEO of Florida Financial Advisors, an Inc. 5000 fastest-growing company and one of the fastest-growing financial services organizations in the country. Over the last decade, Jason helped build the company from scratch into a platform generating more than \$38 million in EBITDA with a valuation exceeding \$400 million.

Jason is also a best-selling author, entrepreneur, and nationally recognized leader in recruiting, leadership development, and scalable growth systems. Known for his relentless focus on people, culture, and execution, he has built a reputation for identifying talent, developing high-performing leaders, and creating organizations that drive extraordinary production growth.

Under his leadership, Florida Financial Advisors has expanded into a nationally recognized platform by focusing on one core principle: great organizations are built by developing great people. His strategies around recruiting, sponsorship, accountability, and leadership multiplication have helped thousands of advisors and leaders grow both professionally and personally.

Presentation: Jason will share the exact principles and systems used to scale a company from startup to a nine-figure enterprise value in under 10 years — including how to recruit top talent, create winning cultures, develop future leaders, and drive sustainable production at scale.

His message is practical, energetic, and battle-tested for entrepreneurs, leaders, and organizations looking to scale faster, recruit better, and build a business that lasts.

SHORT BIO (50 words)

Jason Mickool is the founder of Greatness Lab and the architect behind Florida Financial Advisors, a six-brand financial services platform with \$5 billion in assets under advisement and more than 700 advisors. He sold 60 percent of the company to Amerilife and is the #1 new release author of "Built to Lead, Built to Scale."

MEDIUM BIO (110 words)

Jason Mickool is the founder of Greatness Lab, on a mission to help people reach the highest level in life and business. In 2017, at age 45, he started with no practice, no clients, and no brand. Eight years later, he had built Florida Financial Advisors into a six-brand platform with \$5 billion in assets under advisement and more than 700 advisors, then sold 60 percent of the company to Amerilife. Jason is the author of "Built to Lead, Built to Scale," a #1 new release on Amazon. He does not

teach theory. He shares real P&Ls, compensation structures, and the decisions that built his business.

LONG BIO (220 words)

Jason Mickool is the founder of Greatness Lab, on a mission to help people reach the highest level in life and business.

In 2017, at age 45, Jason started with no practice, no clients, and no brand. Eight years later, he had built Florida Financial Advisors into a six-brand financial services platform with \$5 billion in assets under advisement and more than 700 advisors. He sold 60 percent of the company to Amerilife and now dedicates his time to helping others make the same kind of transformation. Jason has not run a client meeting in six years because his systems run the business for him. His approach is different from most speakers in this space. He shares real P&Ls, real compensation structures, and the specific decisions that built his business. He does not sell theory. He teaches what he did.

Beyond Greatness Lab, Jason founded Take The Power Back, connecting college students directly with startup and entrepreneurial careers that universities keep off limits. Both ventures share the same principle: remove the gatekeepers.

Jason is the author of "Built to Lead, Built to Scale: How Entrepreneurs Turn Businesses Into Platforms," a #1 new release on Amazon. He lives in Tampa with his wife and business partner, Allyson.