

Name: Jason Mickool

Company: Florida Financial Advisors

Session: Increasing your Wallet Share Through Diversification of Products

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.

In this 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.