

# CEO Networking: Shared Challenges, Practical Solutions



## 2025 LIC Winter CEO Forum

Hyatt Regency Clearwater, Florida | February 4-5, 2025 | REGISTER AT [WWW.LOMA.ORG/LICCEO](http://WWW.LOMA.ORG/LICCEO)

### PRELIMINARY AGENDA

#### Tuesday, February 4, 2025

8:00 a.m. **Continental Breakfast**

8:30 a.m. **LIC CEO Forum Attendee Introductions & Activity Reports**

Kick off this important networking event with a round-robin introducing each participant and hearing the key initiatives and challenges they are facing this year.

10:30 a.m. **Networking Break**

11:00 a.m. **The Importance of Internal Research and Analysis Capabilities**

Jed Jones, Founder, JLytics

A CEO-level discussion about the importance of internal data mining and ways to create and maintain a data-based decision-making culture. Jed will be presenting a broader view on data mining and analysis at the [LIC Annual Conference](#).

Jed Jones founded JLytics in 2023 because he saw a need in the marketplace to help CEOs and business owners get themselves in a position to make data-driven decisions. Over 25 years and through his various businesses, Jed has supported hundreds of business clients as a marketer and a data scientist. He has worked for, in and around small businesses, Fortune 100 companies, and as a founder and owner of two advertising agencies.

12:00 p.m. **Networking Luncheon**

1:00 p.m. **Facilitated Discussion**

The LIC CEO Forum offers a unique opportunity to discuss your biggest challenges with other small-to-midsize life insurance company CEOs. Topics will be selected by participants

2:00 p.m. **Sessions Adjourn for the Day**

3-8:30 p.m. **Outing and Networking Dinner**  
*(Registered Spouses Included)*

#### Wednesday, February 5, 2025

8:00 a.m. **Continental Breakfast**

8:30 a.m. **Life Industry Themes and Trends**  
LIMRA and LOMA Invited

9:30 a.m. **Networking Break**

9:45 a.m. **Facilitated Discussion (continued)**

11:00 a.m. **CEO Forum Adjourns**

*1-5:00 p.m. LIC Board Meeting (for current and past LIC Board Members only)*

*6:00 p.m. For LIC Annual Conference Registrants: Kick-Off Reception*