

Jeff Roy – CEO Excalibur Insurance Group

His willingness to invest, will challenge you to be better.

As a leader and coach Jeff is fueled by 3 things - technology, people and big ideas. He also believes that the pinnacle of innovation for an entrepreneur is best measured by the number of times you've tried something new - and learned from the adventure when it didn't go as planned.

What gives Jeff and his Excalibur team their edge? His peers believe it's because he refuses to wait for someone else to make a difference. In 2016 Roy and Excalibur won Aviva Canada's first Broker's Hackathon. A contest designed to encourage groundbreaking ideas on how technology can enhance the industry.

And you may be surprised to learn that Excalibur insurance is not in the insurance business, they're in the experience business. As evidenced by the way they've challenged the status-quo, once you start looking at your business that way - it totally changes your perspective.