



Jim Williford

CHIEF EXECUTIVE OFFICER

Jim Williford is a seasoned professional with over 30 years of experience in the insurance and risk management industry. A graduate of The University of Alabama, Jim began his career as an underwriter with Aetna Life & Casualty. Throughout his career, he has held various significant roles, including serving as the risk manager for a top 30 ENR Contractor, working in sales and sales leadership positions, and leading a construction-focused insurance agency as its President. Additionally, Jim is an Army Combat veteran, having honorably served in both Operation Desert Shield and Desert Storm in Southwest Asia.

Jim is known for his leadership abilities, inspiring and motivating both individuals and organizations. He excels in fostering cultures of collaboration and continuous improvement. His dedication to building strong relationships with stakeholders and his strategic insights are instrumental in guiding the company towards sustained growth and success.