

Dennis Carlson, Founder
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Dennis is the Founder of Agency Leverage, a marketing accelerator and growth engine designed specifically for benefits brokers and commercial insurance agencies.

Prior to founding Agency Leverage, Dennis enjoyed a 14-year career in the benefits industry. Beginning in 2004, he built an employee benefits sales and service division from the ground up within a commercial insurance agency. In 2009 he founded his own successful benefits brokerage, Bespoke Benefits, which he sold in 2017.

The marketing strategies and automation systems he used to grow Bespoke Benefits he now enthusiastically shares with benefits brokers and insurance agencies through Agency Leverage.

Dennis has served on broker advisory boards for Kaiser Permanente and Assurant Employee Benefits, is a Past President of the Sacramento Association of Health Underwriters, and is certified by Hubspot in Inbound Marketing.