

About Mike Wise

President, Managing Partner, WebWisdom LLC

Mike founded WebWisdom LLC in November of 2009. An E-Marketing/E-Business consultancy, WebWisdom is helping insurance marketing organizations develop customized Web marketing and social media strategies to suit the unique environments of the organization. Prior to that, Mike ran the e-Commerce efforts within the insurance industry for IdeaStar, primarily in the health and life vertical. With over twenty years in technology and sales in three different industries, Mike brings a broad spectrum of knowledge and experience to e-Commerce projects. Mike has been intimately involved in more than two dozen successful insurance e-Commerce initiatives.



Mike was a co-chair for the 2006, 2007, and 2008 PIMA MarketTech Symposiums and is a member of the PIMA Board of Directors <http://www.pima-assn.org>. Considered a subject matter expert on insurance and technology, Mike also served on the Judging Panel for the AM Best E-Fusion Award in 2007 and 2008 <http://www.ambest.com/efusion/>.

Mike manages a popular Blog in the insurance technology space, <http://blog.insurance-technologies.com>, and was selected for the Insurance & Technology Blog Honor Roll three times in 2009. <http://bit.ly/2eRf1P> Mike is currently writing a book on e-business due out in late 2010.

An avid sports photographer, Mike also maintains a personal/professional photo site <http://mikewise07.smugmug.com> and was recently noted in an www.ESPN.com news story - <http://bit.ly/N6DA2>.

View Mike's LinkedIn professional profile: <http://www.linkedin.com/in/mikewise07>

Follow Mike on Twitter: <http://twitter.com/mikewise07>

Mike holds a BA from the University of Washington.