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Christopher Paradiso

AGE: 37

TITLE: President

COMPANY NAME: Paradiso Financial and Insurance Services, LLC

COMPANY'S LOCATIONS: Stafford Springs, North Windham and Naugatuck

RESIDENCE: Stafford Springs

Career Highlights: We have a unique way of doing business. Our goal is to help businesses grow while also protecting their business.



As a result, we've been featured in industry leading publications including Rough Notes and the Insurance Journal E-Marketing Minute. Personally, the acclaim comes from a strong business sense that demonstrates career maturity. Our agency not

only writes business insurance but, as a part of the insurance package, we sit down with our clients and, with my social media engineers, we educate their marketing or HR person on how to market their business through social media and other digital avenues. We show them how to blog (tag), back linking and we make marketing videos for social media pages for them. We also have a special page where our insured's business can place an ad and connect with all my personal insureds. The idea is to connect the two.

What do you want to be doing in 10 years:

I want to continue to grow my agency

through customer advocacy fueled by innovative marketing and superior customer service. Additionally, I'd like to branch into public speaking in the field of marketing/motivational speaking. The goal is to help make a difference in other business owner's positive outlook on life, which will have a direct effect on their business' bottom line.

Biggest Strength: Effective, crisp communication with exceptional audience awareness, and my tenacity.

Best advice you received: Never be out worked. Always tell your loved ones that you love them because you never know if you will ever get that chance again.

Community Involvement: I hosted the "Legends Night" fundraiser with former Major League Baseball stars Dennis "Oil Can" Boyd, Bucky Dent, Bill "Spaceman" Lee with the proceeds going to the Paradiso Insurance Fund for the benefit of Connecticut Children's Medical Center Fund. The goal of the fund is to raise \$100,000 to be used in conjunction with money raised by the Connecticut Children's Medical Center for a new clinical care center that will treat kids with cancer and blood disorders.

We also participated in the Miles for Smiles program benefitting the CT Children's Medical Center and the annual local food drive to benefit the Stafford Food Pantry. ■

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