

# Leader of Tomorrow:

## ••••• Lee Rogers •••••

**Company: Rogers Insurance Ltd.**

The fear of failure always lurks around the corner for any entrepreneur, but the ability to battle that fear and prevail is one of Lee Rogers's biggest assets in the highly competitive insurance industry. He didn't necessarily set out to take over the business his father built, but given the nature of the industry and that of Rogers's character – he describes himself as always having been fiercely competitive – it seemed like a perfect match.

As president of Rogers Insurance Ltd., the one thing he always knew is that his passion for business would always guide his career path. The company provides risk management and insurance placement solutions in a wide range of categories and has been recognized as a leader in its field for many years. The man behind the company sums up one of the most important qualities in a Leader of Tomorrow when he says that leadership is really about the ability to engage people and work alongside them in an environment that challenges and inspires to exceed goals and expectations.

Rogers also credits his success, in part, to his ongoing involvement with the business community and the broader community at large. His participation in the Entrepreneurs' Organization and Young Presidents' Organization, as well as Vintage and Corpath, reflect his desire for peer-to-peer learning and investing in self-improvement. The ability to listen is another quality of a true leader that Rogers possesses.

As he looks to the future, Rogers predicts the insurance brokerage industry will undergo significant consolidation, eliminating many of the smaller, general insurance companies. He sees the reputation of his company as being a cornerstone of its ability to evolve and grow as that happens.



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