



For Immediate Release

GMG INSURANCE WELCOMES MATT O'NEILL TO DIRECTOR OF CUSTOMER EXPERIENCE

Newtown, PA (April 1, 2022) – GMG Insurance, headquartered in Newtown, PA, is proud to announce and welcome **Matt O'Neill** as Director of Customer Experience to the agency's main office in Bucks County. Matt will advise and support the GMG Insurance team's efforts in delivering memorable experiences while engaging with prospects, clients, carriers, and centers of influence. He'll also oversee content and program development, stewardship reviews, training, and education with all departments.

"After spending time with the GMG leadership team, it became evident to me that their team's mission is to deliver client solutions as opposed to simply pushing price and product. Spending my entire career as an advocate for the insured, I'm excited to partner with the entire GMG team to deliver an enhanced experience for all stakeholders interacting with the organization." commented Matt O'Neill.

Ron Viehweger, GMG Co-Principal, responded, "Bringing Matt on board to spearhead our relations with our clients and carriers will greatly benefit our entire team. Plus, his knowledge and experience working with both sides of the insurance industry is incomparable." Chuck Thomas, GMG Co-Principal further added, "We value Matt's expertise with not just client relations but also with branding, sales tactics, and training. Having him join our team is exciting!"

Prior to joining GMG Insurance, Matt spent ten years as a master coach and consultant for independent agencies and carrier organizations across the US, Canada and the UK. Matt provided training to accelerate growth, increase new business production and develop high-performing teams of agents, brokers, underwriters, field marketing, representatives, and personal lines specialists for small, regional and national carriers. A native and resident of Philadelphia, Matt holds dual degrees in digital media and communications from Albright College. In his free time, he enjoys playing in a competitive dodgeball league and appreciating the city's vibrant art scene.

Established in 1937 in Bucks County, PA, GMG Insurance is a full-service independent insurance agency offering Employee Benefits, Commercial Property & Casualty, and Personal Lines Property & Casualty products. Helmed by principals Chuck Thomas and Ron Viehweger, GMG represents more than 40 carriers with license to sell nationwide. The agency's West Coast office is located in Laguna Beach, CA. For more information, visit www.gmgins.com.

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