



## Michael Rowell

Founder and Chief Executive Officer  
Assurance

Michael Rowell is CEO and co-founder of Assurance IQ, Inc., a fast-growing direct-to-consumer platform that transforms the buying experience for individuals seeking personalized health and financial wellness solutions.

Rowell launched Assurance in 2016 in Bellevue, Washington, to improve the personal and financial wellness of every individual. The company uses a combination of advanced data science and human expertise to match people with customized solutions spanning life, health, Medicare and auto insurance.

Prior to his current role, Rowell was CEO of eFinancial, a national direct-to-consumer life insurance distribution platform. In 2009, Fidelity Life acquired eFinancial. Rowell became president and chief operating officer of Fidelity Life while remaining CEO of eFinancial. Under his leadership, eFinancial became one of the largest distributors of life insurance products in the United States.

Rowell started his career at MassMutual as a life insurance agent, gaining his first exposure to the insurance industry. He earned a bachelor's degree from Washington State University and an MBA from the Massachusetts Institute of Technology.