2026

PLRisk

Mike Smith, Principal CEO
Information Packet

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Mike W. Smith

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Principal CEO

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Accomplishments

Certified Public Accountant, 1986

Professional Insurance Agents Association Member (PIA)

Member of Steering Committee for Professional Liability Underwriting Society (PLUS)

American Institute of Certified Public Accountants Member

Founding member of FSU Seminole Club of the Delaware Valley

B.S. in Accounting, Florida State University, 1984

International Institute of Real Estate Management (IREM)

National Association of Benefits and Insurance Professionals (NABIP)

Real Professionals Network (RP)

Mike is a dynamic leader and current President, CEO and Founder of two nationally recognized Professional Liability brokerages, Axis Insurance Services, LLC, and PLRisk Specialty Insurance Service, a nationally recognized Professional Liability Insurance Wholesale Brokerage. His vision was to provide an alternative to the cookie-cutter insurance brokers so focused on profitability and process that they had lost true value and client-focused attention. As a former practicing CPA, Auditor and Chief Financial and Operations Officer, he brings a unique perspective to the insurance process from the buyer's perspective.

His innovative approach, combined with hands-on operational experience, provides a unique perspective for his clients. Over his tenure of more than 25 years driving the direction of these companies, he has grown the company from a one-person shop to a national player in the professional, management, and cyber liability markets. His companies have experienced double-digit growth each year. His passionate desire to develop staff, young professionals and to give back to his community does not go unnoticed in the industry.

With over three decades of experience in the insurance industry, Mike is renowned for his in-depth knowledge and keen insights. His ability to develop creative coverage solutions has established him as a trusted resource, frequently sought after as a speaker, guest panelist, and writer on topics related to professional and management liability risk and insurance.

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Speaker Engagements at the Following Associations

NAI Global Property Management Council

Lee & Associates

SIOR

Patriot Growth Partners

New York Claims and Litigation Management Alliance

NYC Business Development Institute (BDI)

ExecuSummit Insurance Conferences

AIG Panel

MarshBerry Peak Performance Seminar

Best Cash Management Practices for Property Managers

Insurance Agent and Broker

E&O Trends E&O and the Real Estate Bubble

Fidelity Bonds and Crime Insurance Risks

Managing Risks for Today’s Real Estate Professionals

D&O Emerging Trends in a Hard Market

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Prior Speaking Engagement Topics

1. Evaluating Cyber Risk Stakeholders
2. Developing a Cyber Security Plan
3. Understanding Cyber and Privacy Liability Insurance
4. Anatomy of a Cyber Breach
5. Types of Cyber Events and Liabilities
6. Understanding PII and PHI

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Testimonials

Mike Smith and his team at Axis Insurance Services are truly experts in their field. I believe that Mike should be a regular presenter at Mertz as well as at all NAI Global events. Hands down, the best presentation of all time.

Jeffrey A. Licht SIOR Senior Vice President

Mike Smith is a frequent speaker and exhibitor at our NAI Property Management Council conferences around the U.S. His knowledge and expertise is always at the forefront and very relative to our industry. I always tell attendees for his sessions to bring a legal pad for notes as I always jot down important issues to bring back home. I would highly recommend contacting Mike with Axis Insurance Services for your insurance needs.

Debbie Harvill NAI Property Management Council CPM Chair

Axis Insurance Services is the preferred company PFS Insurance Group uses for professional, management liability and cyber risks for our customers and prospects. They are a tremendous resource of knowledge and expertise that our advisors count on. Their customer service is second to none and Mike and his team are the consummate professionals we seek for in our company relationships.

Dave Janssen PFS Insurance Group President