



MARSH & McLENNAN AGENCY: A STORY OF LEADERSHIP, CHARACTER, AND GROWING STRONGER, TOGETHER

The Marsh & McLennan Agency story is highlighted by exemplary leadership, unique collaboration, and unparalleled success.

Bostonian Group's fast-paced journey from local firm to regional hub of Marsh & McLennan Agency was fueled by the desire for growth, new opportunities, and premier resources.

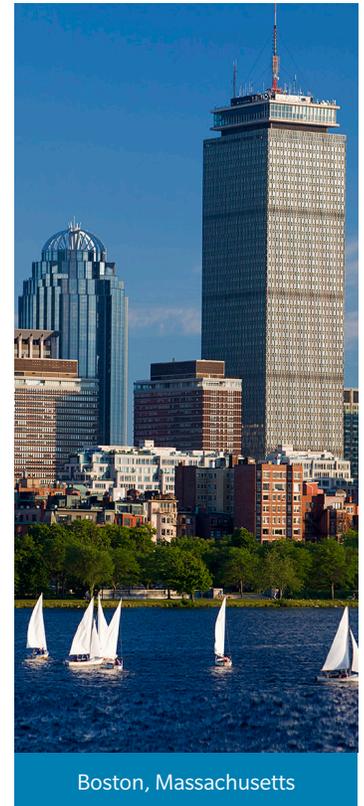
Led by CEO Jim Blue, Bostonian Group joined forces with MMA in 2010, enabling the firm to provide optimal services to their clients, pursue new business opportunities, and foster a workplace where each individual may excel and continue their commitment to the community.

In 2002, Jim Blue was appointed Chief Executive Officer of Bostonian Group, a leading insurance and benefits consulting firm providing employers with strategic advice, products and resources.

Bostonian Group had been successfully empowering local businesses and individuals through relationship-based consulting and personalized solutions since the 1970s. As CEO, Blue continued to emphasize the importance of developing professional ties and trust in the deliverance of quality consulting. He instilled in the Company the values

of honesty, integrity, and a dedication to fully supporting the needs of our clients and colleagues.

In 2008, Marsh & McLennan Agency (MMA) was formed, led by current CEO David Eslick. A subsidiary of Marsh under Marsh & McLennan Companies, MMA was established to provide middle market insurance and risk management solutions by targeting small to mid-sized clientele seeking professional advice on current benefit plans. Ultimately, the desire was for MMA to become a significant player in markets across the country.



Boston, Massachusetts

“It's made the business broader, and introduced us to a segment of the buying public that we weren't exposed to before; it's differentiated us.”

JIM BLUE



Marsh & McLennan Agency, New England's
Boston Hub Office (500 Boylston Street)

How could MMA achieve this? By handpicking existing firms to join their team. MMA began the acquisition process quickly, selecting firms equipped with the leadership, talent, and intellectual capital to excel and serve as regional leaders. Bostonian Group, along with similar firms, filled that requisite.

The decision to join forces with MMA was an easy one for Blue. It was impossible to pass up a chance to collaborate with a new division of an existing industry giant, dedicated to small and middle market clients. The move boasted new leverage within the industry for clients and an opportunity for career development for colleagues.

It was the goal of MMA to cultivate a cohesive community of qualified colleagues exhibiting a variety of skills, expertise, and shared values. Each acquisition would bring a particular array of unique strengths that could be capitalized upon by all members of the MMA family. Joining the MMA team were individuals with an entrepreneurial spirit, propelled by a desire for collaboration and innovation.

Combine these benefits, opportunities and access to new talent with a low financial risk, and you have a partnership that was impossible for Blue to pass up. And so, Bostonian Group became MMA's New England regional hub. As the world of Employee Benefits grew increasingly complicated, this new affiliation allowed Blue and his team to provide unparalleled services for clients. While MMA continued to grow and refine its culture, Blue's original tenets of honesty and integrity remained, as well as his dedication to providing innovative solutions to clients and community involvement.

Upon reflection, Blue has few complaints. To an audience of prospective clients and acquisitions, he emphasizes that promises have been kept, adding that the future looks very bright and continues to blossom. The success of his firm is provable, evident in the addition of colleagues and clients. He is more confident than ever in the growing success of MMA, and its industry dominance. The character of Blue's organization remains intact, but teaming up with MMA has granted the firm access to limitless resources and tools to improve upon services. Confidence in strong leadership and the opportunity to be "better together" will continue to fuel the success of MMA.

"We're looking for people who say 'I've built a great business, but I'd like to be part of building something even more significant' - with greater capabilities and greater resources, and therefore greater opportunities for them, their colleagues, and their clients. That's what we're looking for."

DAVID ESLICK