

BRIAN FRIEND

CHIEF FINANCIAL OFFICER

Brian Friend brings more than 25 years of financial experience to the MJ team. As MJ's chief financial officer, Brian brings invaluable insight of an industry veteran to help our company become one of today's leading insurance agencies. Brian is responsible for strategic planning as well as budget formulation, acquisition structuring, shareholder planning and is focused on the financial health and success of MJ. Brian regularly meets with department leaders within MJ to determine the direction of the company, where improvements can be implemented and how things are operating.

Brian is also a member of MJ's Value Creation Team, which is responsible for providing the strategic direction for MJ in alignment with our purpose. Prior to joining MJ, Brian worked for the accounting firm of BKD (formerly Olive, LLP) where he primarily served the construction, agri-business and insurance agency industries. Brian brings with him a firm understanding of finance and what it takes for a business to succeed.

Outside of MJ, Brian is passionate about his wife and children, cycling and winemaking. Brian's favorite book is *Conscious Capitalism* by John Mackey and Rajendra Sisodia. The book inspired Brian to become a founding member of the Indianapolis chapter of Conscious Capitalism. In addition, Brian and his wife Kenda, recently endowed a scholarship for first-generation college students—the "Friend Family Pursue Your Passion" scholarship.



EDUCATION

Purdue University

PHILANTHROPY

Food 4 Souls
Global Gifts - Past Board Member & Treasurer
Family Promise

INVOLVEMENT

Council of Insurance Agents and Brokers
CFO Network - Member
Conscious Capitalism Indianapolis - Founding Member
Indiana CPA Society - Member