James Benham Bio

James Benham is the co-founder and CEO of JBKnowledge, a multinational technology and consulting company he's bootstrapped for over 20 years. From his college dorm room to over 280 employees across the USA, Argentina, and South Africa, he has led JBKnowledge to build industry-leading software for the world's largest insurance companies.

James is also the co-founder of a disruptive insurance tech product, Terra, a cloud-based claims management software that improves claim outcomes for providers and consumers of Property and Casualty (P&C).

James is the creator and co-host of the growing and top-rated show, The InsurTech Geek Podcast, where he interviews leading industry experts from some of the most recognized companies in the world.

A passionate bootstrapped entrepreneur, James is the bestselling author of *Be Your Own VC: 10 Bootstrapping Principles to Generate Cash and Keep Control*, his debut book. In *Be Your Own VC*, James shares how bootstrapping led his tech company to a multimillion-dollar exit and the freedom to build what they love.

James is a sought after consultant and speaker at the forefront of innovation in the insurance industry. His bold ideas and love for technology has landed him keynote opportunities on over 400 conference stages including *The Future of Insurance USA* and *TEDx*.

James has served as an elected city councilman, an adjunct professor at Texas A&M University and currently serves the state of Texas as a Regent on the governing board of Texas Southern University.

In his spare time, James pursues many hobbies including flying airplanes, ballroom dancing, playing guitar, singing and geeking out on tech.