Charles "Chip" Bacciocco is the CEO of TrustedChoice.com, the nation's largest online marketing platform for independent insurance agents and IA insurance companies. Prior to joining TrustedChoice.com in 2012, Chip served in multiple roles over his 30-year career in the insurance industry, including as COO of Aon Private Risk Management Services, Inc., Senior Vice President of Product Strategy at Zywave and Vice President of E-Business Application Development at Arthur J Gallagher & Co. Chip is a graduate of the University of Notre Dame and lives with his wife and children in Milwaukee, Wisconsin.