

Prentice McIntosh Vice President



Mrs. McIntosh joined Stephens Insurance, as Vice President, to assist in forming their Energy Group. Prior to joining Stephens, she had 8 years of experience with Regions Insurance in property and casualty insurance working with clients in a variety of industries. Mrs. McIntosh earned a BA of Marketing from the University of Arkansas in 2002 and has earned the designations of Accredited Advisor of Insurance and Associate in Risk Management.

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In 2004 Prentice McIntosh left her job in retail to join the insurance industry. She began working in the energy sector in 2005 and has amassed years of experience and expertise. She is currently the Vice President of the Energy Group at Stephens Insurance. Below she answers questions about her career and the intersection between insurance and energy.

Prentice McIntosh

WHAT DREW YOU TO THE INSURANCE BUSINESS?

As a kid no one says “I want to sell insurance.” I certainly didn’t see myself there. My background was in marketing, and I started out in a retail training program. That turned out not to be the right place for me, but it gave me some solid skills that turned out to be useful in this business, such as sales experience and helping me understand the importance of relationships.

Little Rock used to be a regional hub for insurance carriers, and as salesforces were getting older, companies realized that they needed to hire younger people who didn’t necessarily have the insurance background but understood retail.

WHAT SURPRISED YOU ABOUT THE INSURANCE BUSINESS?

It’s really about problem-solving – helping people identify the issues where they need help. That’s very satisfying. Also, it’s a business where people value long-term relationships. Once you establish a relationship, the business is yours to lose. Once you get in there and prove yourself, you can be here for a long while.

WHERE IS THE SWEET SPOT OF THE INTERSECTION BETWEEN ENERGY AND INSURANCE?

Like insurance, the energy business is also very relationship-driven. But in terms of knowledge, I would say the intersection is risk. We’re seeing more programs now where you can get a risk-management degree, and once you gain a solid understanding of risk-management and insurance principles, and you have gain some experience in the energy sector, you can be very effective.

The energy business is one where industry-specific knowledge is very important, because people involved in the sector tend to be a tight-knit group. It is a very specialized area and clients recognize very quickly whether you know what you’re talking about or not. They have no interest in doing business with you if you don’t. My advice for being in the energy sector: If you’re going to do it, try to be full time in it and make it your focus. It takes a lot of time to get it down and keep up with it.

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