



FOR IMMEDIATE RELEASE

MEDIA CONTACT

LAVIDGE

480.306.6762

Ellanna Koontz

ekoontz@lavidge.com

The MJ Companies Appoints Jake Burris as Director, Sales Enablement

INDIANAPOLIS (March 11, 2025) – [The MJ Companies](#), a leading financial services firm for nearly 60 years, is proud to announce the appointment of Jake Burris as its Director of Sales Enablement. In this role, Burris will be the critical bridge between sales and marketing.

As Director, Sales Enablement, Burris will align sales and marketing efforts to accelerate revenue generation and improve overall sales effectiveness. His focus will begin with equipping the MJ sales team members with the tools, training, and insights needed to excel.

Burris will also lead development of MJ's reporting frameworks to track metrics and ensure data-driven decision-making, accountability and continuous improvement.

"This is an exciting and strategic addition to our firm, and we are thrilled to welcome Jake to the team," said Andy Vektor, President of Benefits Consulting and Chief Growth Officer of The MJ Companies. "This newly created role will help support our growth objectives while driving toward an enterprise selling approach."

Burris has more than a decade of expertise in insurance, risk management, and employee benefits, having held various roles in sales operations and enablement. He comes to MJ from one of the largest brokerage firms in the world, where he led initiatives to optimize sales performance and drive revenue growth.

The MJ Companies Chief Marketing Officer, Britni Shrout added, "With the addition of Jake to our team, we can better ensure seamless collaboration between Sales and Marketing. His experience and insights will be instrumental in helping achieve our sales goals and scale our sales operations effectively."

"I'm thrilled for the opportunity to build on the momentum MJ has created over the last sixty-plus years," said Burris. "MJ's core values are the launching point for meaningful partnerships, both internally and with our clients. I'm excited to be part of a team that prioritizes innovation, determination, and fun, with a focus on delivering real value. I look forward to helping MJ continue its legacy while driving new opportunities for growth."

Burris earned his Bachelor of Science (B.S.) focused in Selling and Sales Management from Purdue University.

#

ABOUT THE MJ COMPANIES

Indianapolis-based The MJ Companies, one of the largest privately held agencies in America, exists to inspire the success, fulfillment, and wellbeing of each person it serves—associates and their families, business partners, clients, and the community. MJ's client base includes local, regional, and national companies in more than 54 countries and in every U.S. state. With offices in Denver, Indianapolis, and Phoenix, MJ specializes in a diverse selection of client services including commercial and personal insurance, risk management, employee benefits, retirement, compensation, and total rewards consulting. Additional information may be found at www.themjcos.com.