**Erick Simpson’s Bio for Agenda and Profile**

About Erick Simpson, Founder & Chief Strategist, MSP Mastered®
MSP Channel Expert | Influencer | Thought Leader

A pioneer and leader in the managed services industry, Erick Simpson has been voted the #1 source MSPs seek for advice on running their businesses in North America. He built and sold one of the first MSPs in the industry and grew and coached thousands of IT Solution Providers through their MSP transformation with his MSP Mastered® Methodology for managed services business performance improvement.

Erick is an MSP business & channel growth expert, influencer, thought leader, speaker, and author of four best-selling books and over 50 white papers. His strategies and programs help MSPs overcome business challenges to realize consistent, profitable, managed services recurring revenue growth. His M&A expertise has helped dozens of MSPs sell their businesses at the highest valuation or expand through acquisition. He delivers strategic market analysis services, builds and improves channel programs for IT vendors and distributors, and helps recruit and enable their channel partners through his thought leadership podcasts, webinars, workshops, and event keynotes and breakouts.

Erick's industry recognition includes Channel Futures' 7 Thought Leaders Defining the MSP Market, Jay McBain's 100 Most Visible Channel Leaders, two-time ChannelPro 20/20 Visionaries, two-time MSP Mentor 250, and SMB Nation's SMB 150 award recipient.

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**Erick Simpson’s Short Bio for Speaking Session Introduction by Host**

A pioneer and leader in the managed services industry, Erick Simpson built and sold one of the first MSPs. He is an MSP business & channel growth expert, influencer, thought leader, speaker, and author with four best-selling books and 50 white papers. His strategies and programs help MSPs overcome business challenges to realize consistent, profitable, managed services recurring revenue growth. He has helped dozens of MSPs sell their businesses at the highest valuation or expand through acquisition.