

Putting Clients First

An Interview with Peter Carpenter, Chief Operating Officer, Alliant Insurance Services

EDITORS' NOTE In his role as COO, Peter Carpenter is responsible for managing all day-to-day aspects of Alliant Insurance Services' operations. Carpenter has more than 25 years of experience in the insurance industry and joined Alliant in 2008 when it acquired ClearPoint, a Seattle-based employee benefits consulting firm that he co-founded and where he served as Chief Executive Officer. Prior to founding ClearPoint, Carpenter served as Vice President of Sales and Marketing for a large regional insurance brokerage firm and as a group representative for Sun Life Insurance Company. He earned a bachelor's degree from Colby College in Waterville, Maine, where he majored in government and Spanish.



Peter Carpenter

COMPANY BRIEF Alliant Insurance Services (alliant.com) is one of the nation's leading distributors of diversified insurance products and services. Operating through a national network of offices, Alliant offers a comprehensive portfolio of services to clients.

How do you define Alliant's mission?

At Alliant, our mission is simple – we put the client first. That goes beyond just providing

traditional solutions – it means anticipating challenges, staying ahead of industry shifts, and delivering outcomes that make a meaningful impact. But what truly sets us apart is our people. We created a company where top talent wants to be, and that's no accident. What we've built is something unprecedented in the insurance industry – a company that combines the strength and stability of a market leader with the innovative spirit of an entrepreneur. That balance allows us to deliver bold, forward-thinking solu-

tions while maintaining the trust and reliability our clients expect. When you bring together the best minds in the business and give them the space to think big, the results speak for themselves.

What have been the keys to Alliant's strength and leadership in the industry?

Alliant's success comes down to one thing – our people. Over the last decade, we've attracted and retained more top-tier talent than anyone else in the industry, and that's made all the difference. But it's not just about hiring the best; it's about how we work together to deliver for our clients. We've taken a different approach from the traditional brokerage model. Instead

of rigid hierarchies and off-the-shelf solutions, we've built an environment where collaboration drives everything we do. The best ideas don't get stuck in silos – they move freely across teams, specialties, and industries to create solutions that truly fit our clients' needs. That kind of flexibility and shared expertise makes all the difference. And it's why our clients stay with us, knowing they're working with the best in a model designed to deliver more.

What do you see as Alliant's responsibility to be engaged in the communities it serves and a force for good in society?

Being a leader in our industry isn't just about serving clients – it's about making a real impact in the communities where we live and work. Insurance is about protection and security at its core, and that responsibility extends beyond business. Whether through philanthropy, volunteer work, or programs supporting education, health, and economic opportunity, we're committed to strengthening the communities we serve. We believe in giving back in meaningful ways – supporting local organizations, investing in initiatives that create lasting change, and encouraging our teams to get involved. Whether through hands-on volunteerism or financial support, we take pride in helping build stronger, more resilient communities.

“We’ve taken a different approach from the traditional brokerage model. Instead of rigid hierarchies and off-the-shelf solutions, we’ve built an environment where collaboration drives everything we do. The best ideas don’t get stuck in silos – they move freely across teams, specialties, and industries to create solutions that truly fit our clients’ needs.”

“Being a leader in our industry isn’t just about serving clients – it’s about making a real impact in the communities where we live and work. Insurance is about protection and security at its core, and that responsibility extends beyond business.”

Will you provide an overview of the causes that Alliant supports?

Alliant is proud to support a wide range of causes regionally, nationally, and worldwide, reflecting our deep commitment to fostering stronger, healthier communities. These efforts address a variety of critical needs and create meaningful, lasting impacts. Our shortlist of supported causes include:

- Promoting women- and minority-owned businesses to encourage economic empowerment and innovation.
- Supporting programs that develop job skills and open pathways to career advancement.
- Providing assistance to individuals with disabilities through resources and support systems.
- Delivering vital services for victims of abuse to aid recovery and foster stability.
- Advancing educational opportunities for children to help build a brighter future.
- Providing disaster relief to help communities rebuild after natural disasters.
- Combating world hunger through initiatives that provide food security and sustainable solutions.
- Fighting cancer and other chronic diseases by supporting research, treatment access, and awareness campaigns.

By supporting these causes, Alliant strengthens its commitment to making a meaningful difference and building a foundation for healthier, more resilient communities nationwide.

How does Alliant empower its employees to be ambassadors of goodwill?

At Alliant, we believe that empowering our employees to engage with their communities is a powerful way to create positive change. Through corporate giving, matching gift programs, and volunteer time off (VTO), we provide opportunities for our team members to contribute to causes that matter to them and make a meaningful impact where they live and work. By connecting with initiatives that inspire them, employees not only strengthen their communities but also gain a deeper sense of purpose and fulfillment.

Will you discuss Alliant’s commitment to providing access to career opportunities in the risk management and insurance industries?

At Alliant, we’re committed to opening doors to careers in risk management and insurance for talented professionals from all backgrounds. Finding the best talent means looking beyond conventional hiring channels and ensuring we reach individuals with the skills, drive, and innovative thinking to serve our clients at the highest

level. But it’s not just about hiring – it’s about creating real opportunities for growth. Once people join Alliant, we make sure they have the support, resources, and pathways to advance in their careers. Whether it’s mentorship, professional development, or leadership opportunities, we’re focused on helping our people succeed. When talent meets opportunity, everyone benefits – our employees, clients, and the industry.

What do you tell young people about the types of careers the insurance industry offers?

Insurance is an incredibly dynamic and rewarding industry because it’s constantly evolving – driven by real-world challenges, innovation, and the relationships we build. At its core, it’s about problem-solving, understanding people’s challenges, and delivering solutions that make a real impact. This career is for those who want to think strategically, build connections, and make a difference. Every day is different, and our work helps businesses grow, and people feel secure. Whether you’re drawn to sales, analytics, risk management, technology, or leadership, there are countless opportunities to grow and succeed. If you want a career that’s fast-moving, people-driven, full of opportunity, and, dare I say, “exciting,” insurance is a great place to be. ●

“Finding the best talent means looking beyond conventional hiring channels and ensuring we reach individuals with the skills, drive, and innovative thinking to serve our clients at the highest level. But it’s not just about hiring – it’s about creating real opportunities for growth.”