

M3 Insurance Announces Strategic Partnership with Hierl Insurance

January 6, 2020

Mike Victorson, president and CEO of M3 Insurance, and Mike Hierl, president and CEO of Hierl Insurance, announced a merger between the two companies, effective January 1, 2020. Hierl will continue to operate in Fond du Lac, Wisconsin as a location of M3 Insurance, and day-to-day Fond du Lac operations will continue to be led by Mike Hierl. The Hierl team will not change.

“A proud part of the Fond du Lac community for 100 years, we are excited to now offer an even broader range of insurance offerings and resources while maintaining our strong commitment to individual attention and personal relationships with clients,” said Mike Hierl. “They will enjoy the same great service, but with a greater depth of bench and tools going into the next 100 years.”

Mike Victorson adds, “Both agencies enjoy a long history and strong legacy which is fueling our future together. The similarities between the two agencies when it comes to values, attitudes, and culture make this an ideal partnership.”

In addition to the new Fond du Lac location, M3 has offices in Madison, Milwaukee, Wausau, Green Bay, and Eau Claire, Wisconsin, and Rockford, Illinois. With more than 280 employees and 40 employee shareholders,

M3 is the largest insurance broker and risk management firm in the state of Wisconsin.

“We have finally found the partner we’ve been looking for,” said Mike Hierl. “After a friendship of 20+ years, two CEOs have decided to join forces. This truly is a partnership built on trust.”

Learn more about [Hierl: Powered By M3](#)

About M3

M3 is the largest insurance broker and risk management firm in the state of Wisconsin. As a top 50 broker in America, we’re leaders in the products we represent and the industries we serve. M3’s people are an extension of your team, providing world-class resources to help you manage risk, purchase insurance, and provide employee benefits. And our focus on community builds better places to live and work.



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