

From the Milwaukee Business Journal:

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Fastest Growing Firms: Vizance

1320 Walnut Ridge Drive | Hartland

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High school best friends Dimas Ocampo and Jeffrey Cardenas went from running a landscaping company as kids, to running insurance firm Vizance as adults.

Type of business: Provides risk management, business insurance, employee benefits, personal insurance and financial service solutions

Established: 1978

Employees: 123

Growth rate: 95.24%



KENNY YOO

Dimas Ocampo and Jeffrey Cardenas

The Hartland-based family business was founded by Cardenas' parents in 1978. But Ocampo joined Vizance first in 2001, with Cardenas following just a year later.

"We complement each other really well," Cardenas said. "We think if we have our values in line, if we have a great culture (and), God willing, keep attracting the right people, growth is going to be a byproduct of doing things the right way."

Despite being polar opposites, said Cardenas, the two men have worked together at Vizance for just under 20 years and oversaw the company's rebranding in 2017, where the business left the name RC Insurance Services for Vizance.

The company, which provides risk management, business insurance, employee benefits, personal insurance and financial service solutions, has 123 employees.

Vizance has nearly doubled since 2016, with Ocampo crediting the company's growth to six acquisitions of other insurance agencies over the last few years and its recruitment and retention of great employees.

Both employees and agencies alike, Ocampo said, look to Vizance because of the company's unique family focused culture.

"We always tell people, with our values of God and family, what that tangibly means if you have a child that has a soccer game, a track meet, a basketball game or whatever, go to the game, go to the meet. Don't be sitting at Vizance," Cardenas said.

Vizance's culture of family also extends to clients, said Cardenas, because of the firm's emphasis on associate loyalty.

"Our mission statement is to be the leader in associate loyalty and client relationships," Cardenas said. "There's not much we won't do for our associates."

Looking forward, Vizance wants to continue to grow while maintaining its company culture, said Cardenas, which he plans to bring to Vizance's new office in Milwaukee's Third Ward. Cardenas hopes that the office, next to Café Benelux, will allow Vizance to be closer to companies the organization works with and to recruit talent from the city.

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