



JESSICA'S RISKY BUSINESS
BUSINESS, RISK AND CLAIMS

Jessica Villarreal

CLCS / Commercial Lines Producer

THE PITCH

Jessica turns real business disasters into plain English lessons. Forklifts through warehouse racking, deepfake voice clones draining a bank account, a champagne warehouse detonating because one sensor failed. Every story ends somewhere useful: what the policy did, and the question the owner should have asked first.

SHORT BIO

Jessica Villarreal, CLCS is a commercial lines producer and host of Jessica's Risky Business, a podcast that makes business risk genuinely entertaining. Based in McAllen, Texas, she works in English and Spanish and has been on both sides of the table: the entrepreneur signing the policy and the professional explaining it. Named Rookie of the Year at her brokerage.

TOPICS SHE CAN TAKE COLD

- Why owners meet their policy twice: the day they buy it, and the day they need it.
- The quiet claims: everyday decisions that become six figure losses.
- Deepfakes and fake invoices: how AI changed commercial crime, and what covers it.
- Storytelling as risk management: making people care before the loss.
- Building a personal brand inside a regulated industry.

SAMPLE QUESTIONS

What is the most expensive assumption business owners make?
Walk us through a claim that still keeps you up at night.
What should someone ask their broker before their next renewal?



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