



G2 FOUNDERS

As twins, people expect Jason and Matthew to have a lot in common—and they certainly do—but in many ways, G2's three founders consider themselves triplets. All are native San Franciscans, UC Berkeley graduates, active members of the Jewish community, and left-handed. Trust us, the list goes on.

LARRY COLTON

Larry Colton has over 30 years of industry experience—specializing in the needs of nonprofit, hospitality, real estate, manufacturing, and retail clients. Larry served as president of Goldman Insurance Services for 15 years. Following the merger with Willis Insurance, he served as president of Willis for a short period of time and continued to service his long-term clients. In 2010, Larry joined Fort Point Insurance and Business Professional Insurance Associates (BPIA). In early 2012, Larry reconnected with Jason and Matthew Goldman to start G2 Insurance Services. He currently serves as CEO, and he has established a broad network of market professionals and developed a wide offering of products and services for existing and future clients. Larry received his Bachelor of Science in Communications and Public Policy from UC Berkeley and has served on the boards of a number of nonprofit institutions.

JASON & MATTHEW GOLDMAN

Matthew and Jason are third-generation insurance brokers, building on the legacy of their grandfather. Jason is responsible for developing new sales opportunities in all lines of business and leveraging technology to improve the client experience. Like Jason, Matthew is responsible for new opportunities, and he specializes in retail, hospitality, and nonprofit insurance. Prior to founding G2, the brothers spent time in the Private Wealth Management divisions of Wells Fargo and Merrill Lynch. Each graduated from UC Berkeley with a Bachelor of Arts in Interdisciplinary Studies with an emphasis on Nonprofit Management and Philanthropy. Matthew and Jason both sit on the boards of the Lisa and Douglas Goldman Fund, the Stern Grove Festival, and the UC Berkeley Center for Nonprofit and Public Leadership at the Haas School of Business. They are passionate golfers, avid travelers, and active in the Jewish community of San Francisco.