

Kinetic Insurance Appoints Matthew Crum as Vice President of Product

Former Cake, SageSure Product Management Leader to Drive MGA's Product Vision

NEW YORK, NY, UNITED STATES, August 25, 2026 /EINPresswire.com/ -- Kinetic Insurance, the tech-first workers' compensation MGA, today announced its appointment of Matthew Crum as Vice President of Product. Crum will steer Kinetic's product innovation, vision, strategy, and roadmap as the company scales its presence across mid-market and large commercial workers' compensation insurance accounts.

Crum brings more than a decade of leadership experience in SaaS organizations and a deep domain background in insurance operations to this leadership role. Before joining Kinetic, Crum served as Director of Software Product, Claims at SageSure, a leading catastrophe-risk property insurer franchise. At SageSure, Matt built and scaled the claims

management platform underpinning the company's growth to over \$1 billion in premium in the high-catastrophe risk property insurance market. He also held Product Management leadership roles at Cake Insure, Insurium, and talent management platform Talent Reef. His expertise in claims handling, 0-1 product development, and operational software scalability aligns directly with Kinetic's core commitment to deliver the best workers' compensation experience by making employers active participants.



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Matthew Crum is Kinetic Insurance's new VP of Product.

In his new capacity, Crum will lead a team of product managers and product designers, collaborating closely with Kinetic's executive team and engineering leadership. His primary focus centers on integrating software solutions with core insurance functions, including claims oversight, handling, and loss control, while accelerating the development of Kinetic's proprietary claims intelligence platform for both internal teams and external policyholders.

"Workers' compensation is complex, operationally heavy, and often frustrating for employers and injured workers alike," said Matthew Crum, Vice President of Product. "Kinetic was built on the premise that there is considerable room to create a simpler, more human experience. I am proud to join a team with the domain knowledge, data, and ambition to rethink how the workers' comp process should function, rather than simply digitizing legacy processes. The opportunity to help shape the product organization, strategy, and culture is exceptionally exciting."

"Matt offers the rare combination of workers' compensation domain knowledge and a proven track record of scaling technology-driven MGAs like ours," said Adam Price, CEO at Kinetic Insurance. "His specialized claims knowledge and strategic vision will accelerate our ability to deliver unmatched transparency and value to our clients, ensuring Kinetic remains the go-to choice for mid-market and enterprise workers' compensation coverage."

For more information about Kinetic's career opportunities, please visit <https://kineticcomp.com/careers>.

About Kinetic Insurance

Kinetic is a tech-first Managing General Agent (MGA) focused on leveraging AI-driven technology and expert human support to transform workers' compensation claims management. By utilizing data to create actionable steps from the moment of injury through closure, Kinetic works to reduce workplace injuries, streamline the claims process, and lower premiums for businesses. For more information, visit kineticcomp.com.

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