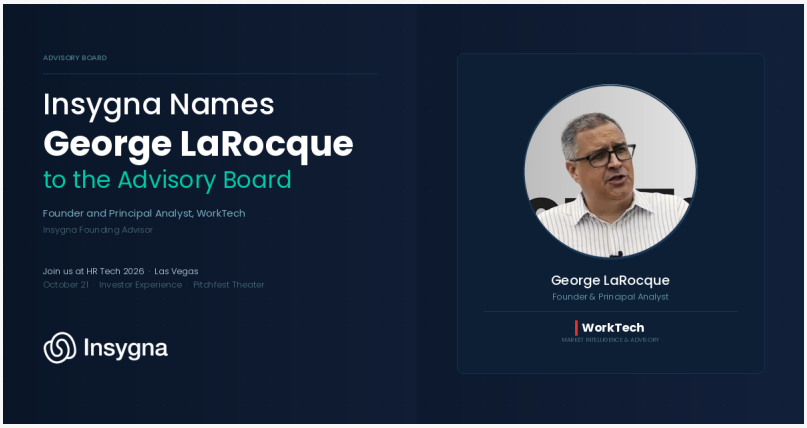
Insygna Names WorkTech Founder George LaRocque to Advisory Board

LaRocque will advise Insygna on product market fit, partnership development, and investor relations as the company forges collaboration with WorkTech leaders.



George LaRocque, Insygna Advisor

MERRIMACK, NH, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- Insygna Corporation, the Agentic Workforce Management platform built to give HR, Procurement, and Finance the infrastructure to onboard, credential, govern, and control the cost of AI agents the same way enterprises already manage their human and extended workforce, today announced that George LaRocque, Founder and Principal Analyst of WorkTech, has joined its advisory board as a Founding Advisor.

> AI agents are becoming an extended workforce in practice, even if they are not [yet] workers in law."
>
> *Michael Beygelman, Cofounder and CEO, Insygna*

LaRocque is one of the most widely cited independent analysts in workforce technology, with more than two decades covering how enterprises buy, deploy, and govern work technology. His firm, WorkTech, tracks workforce technology investment and adoption across the global enterprise market. His decision to join Insygna's advisory board reflects a broader conviction that Agentic Workforce Management is becoming a distinct and necessary category, and that enterprises are arriving at that realization faster than the market has anticipated.

The appointment comes at a pivotal moment. AI agents are already operating inside enterprise systems, hired by engineering teams, embedded in vendor contracts, and deployed across business functions without the governance infrastructure that companies apply to any other category of worker. Insygna is built to close that gap, giving HR and Procurement the same level of visibility, accountability, and control over AI agents that they already exercise over employees, contractors, and vendors.

LaRocque will advise Insygna on product market fit, go-to-market strategy, strategic partnership development, and investor relations. His network spans enterprise buyers, HR and workforce technology platforms, and institutional investors focused on the future of work.

“George has spent two decades watching how enterprises adopt and govern work technology, and he understands better than most why Agentic Workforce Management is not a technology problem waiting for a technology solution,” said Michael Beygelman, Co-Founder and CEO of Insygna. “He brings relationships and credibility that will accelerate the conversations we need to be having with distribution partners and investors, and I am genuinely excited to be working with him.”

“Insygna is breaking new ground on a much-needed category of agent management,” said George LaRocque, Founder and Principal Analyst of WorkTech. “Managing AI agents is fundamentally akin to managing a workforce, and a platform like Insygna is both timely and answers real technical challenges that bridge AI developers and AI users. I have been watching this category form in real time, and Insygna is the first company I have seen that is purpose-built for the layer where HR and Procurement will ultimately need to operate.”

Insygna is an AI startup founded in 2026 by the core founding team that built and sold Claro Analytics, which won HR Tech Product of the Year in 2024. The company already won the HR Tech Europe 2026 Startup Competition in Amsterdam earlier this year, competing against more than 200 entrants.

Meet Insygna at HR Tech 2026 in Las Vegas. On October 21, Michael Beygelman joins George LaRocque on stage at the Pitchfest Theater in the Expo Hall for a session titled “The Emerging Category Investors Are Watching and CHROs Need to Own: Agentic Workforce Management,” part of the Investor Experience track. The session runs from 11:45 AM to 12:15 PM (Pacific Time).

To schedule a meeting with the Insygna team at HR Tech, contact michael@insygna.ai or visit insygna.ai.

About Insygna

Insygna is the first platform built to manage AI agents as an extended workforce. HR, Procurement, and Finance use Insygna to onboard, credential, govern, and control the cost of AI agents the same way enterprises already manage employees, contractors, and vendors. Insygna is headquartered in Merrimack, New Hampshire, with a development center in Vilnius, Lithuania. For more information, visit insygna.ai.

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