



Chris Kelly

Founder And Author

Chris Kelly, San Francisco, is an entrepreneur and author whose professional path has been shaped by online advertising, technology platforms, and writing. He founded his first online advertising business in 2010 and later launched NextGen Leads, a technology-forward and customer-focused platform designed to support insurance agents. Alongside his business work, he authored a science fiction novel titled *The Menagerie*. Over time, his priorities have shifted increasingly toward philanthropy, with a consistent focus on addressing wealth inequality in direct, practical ways.

His next book will center on wealth inequality and is scheduled for release in February 2026. At the same time, he plans to launch a charitable organization connected to this work. These efforts represent a continued commitment to applying long-term thinking, personal experience, and financial resources to issues that affect people at a broader societal level.

Education

Chris Kelly grew up in Santa Cruz, California, before continuing his education in Claremont, California, a suburban city in eastern Los Angeles County. He attended Claremont McKenna College, where he completed his undergraduate studies. He graduated magna cum laude and was elected to Phi Beta Kappa, reflecting his academic performance and dedication to learning.

The college is a private liberal arts institution with a curriculum that emphasizes government, economics, public affairs, finance, and international relations. This academic setting encouraged structured thinking, careful analysis, and a deeper understanding of public systems. The environment helped prepare him for later work in finance, technology, and entrepreneurship, while also reinforcing the importance of responsibility and thoughtful decision-making.

Professional Career

Chris began his professional career as an investment banker, gaining early experience with financial analysis and structured business environments. This role provided a foundation in understanding markets, organizations, and long-term planning. After this period, he transitioned into the technology sector by joining Google, where he held positions in both product and marketing.

As a Product Specialist for Google AdSense, he worked between the Product and Operations teams, helping ensure coordination and clear communication. This role required attention to detail and an ability to translate needs between teams, supporting consistent execution and smoother internal processes.

He later accepted a position as Product Marketing Manager at Google Workspace, previously known as Google Enterprise. In this role, he worked closely with developer relations teams to support the adoption of Google technologies across organizations. The position focused on connecting technical capability with real-world use, strengthening his experience in enterprise technology and strategic communication.

In 2010, Chris chose to pursue entrepreneurship and founded White Harp, Inc., an online advertising agency based in San Francisco. The company scaled significantly, allowing him to apply his industry knowledge independently. This phase marked a shift from corporate work to building and leading his own ventures, offering hands-on experience in growth, leadership, and operational decision-making.

In 2014, he founded NextGen Leads. Over 12 years as CEO and later Chairman, he guided the company's growth to become the number-one provider of digital marketing solutions for under-65 health insurance in the United States. The company also became a major participant in over-65 health coverage, including Medicare, and expanded into Property & Casualty services, including auto and home insurance. During this time, the business developed into one of the largest privately held companies in its sector.

Author of The Menagerie

Chris Kelly authored *The Menagerie*, a science fiction thriller that explores the creation of the world's first artificial general intelligence and its consequences. The book received strong reader response and examines the challenges that arise when advanced technology moves beyond human control. The story follows a computer programmer who builds an artificial intelligence system with the potential to bring humanity either ultimate salvation or total annihilation.

As the system comes online, influential organizations seek to gain control of the technology. This pursuit forces the main character into a global conflict, raising difficult questions about responsibility, survival, and ethical limits. The narrative maintains steady tension as it explores the risks of unchecked innovation.

The book addresses themes of innovation, power, and moral responsibility. It blends speculative technology with global consequences, encouraging readers to think critically about how advanced systems can shape the future and the obligations that come with creating them.

A True Philanthropist

Chris Kelly, NextGen Leads, supports several charitable organizations through consistent monthly giving. His donations include contributions to GiveDirectly, GiveWell, Shriners, and St. Jude. GiveDirectly focuses on sending money directly to households living in extreme poverty. Since 2009, the organization has delivered over \$1 billion in cash directly to more than 2 million people, and he values being part of this mission.

Shriners is committed to providing high-quality specialty medical care to children and their families, regardless of their ability to pay or insurance status. St. Jude focuses on treating and defeating childhood cancer and other life-threatening diseases. These causes are deeply personal to him as a cancer survivor. He was diagnosed with Hodgkin's lymphoma and underwent treatment for a whole year beginning in 2020.

Chris Kelly, of San Francisco, is currently launching a non-profit foundation and plans to donate \$1.5 million to charity in the first half of 2026. This commitment highlights a clear intention to use personal resources to support meaningful change and reduce inequality.

Personal Life

He is the father of two boys, ages 7 and 3. Family time plays a vital role in his daily life and decision-making. When not spending time with his children, he enjoys activities that support balance and focus. Playing guitar and piano offers a creative outlet, while golf and disc golf provide time outdoors and steady concentration. Skiing adds an element of challenge and encourages physical activity in natural environments. Together, these interests reflect an approach to life that values consistency, creativity, and balance.

Chris Kelly continues to balance entrepreneurship, writing, philanthropy, and family responsibilities, maintaining a steady focus on purpose, responsibility, and long-term impact.