

CLIENT NAME

Agency Development Manager

Address
City, State
Home: Phone #
LinkedIn Profile
Email Address

MANAGEMENT PROFILE

An inspiring, analytical and collaborative leader with an impressive record of accomplishments at the national, and international level

Forward-thinking, innovative and accomplished Agency Development Manager with the knack for spotting and recruiting top-notch and talented agents. A senior-level consultant serving as mentor, consultant, and advisor to District Managers and staff while effectively and efficiently managing the relationship between sales agents and the insurance company. Provide detailed training on marketing techniques to narrow agent focus in order to increase visibility and sales. Articulate communicator and respected leader able to build positive collegial relationships and lead by example when it comes to the role that self-motivation, salesmanship, effective communication, and a positive mental attitude plays in meeting and exceeding aggressive company sales metrics. Provided guidance and support to new agents launching of their successful agencies by providing assistance with: business plan, cash flow analysis and Profit & Loss (P&L) review, income statements and budgets; licensed in the following areas: Series 6, 63, & 26 Securities; Property & Casualty; Life and Health Insurance.

- *Agency Business Consultant Certified, 2013*
- *Exhibits diligence and dedication to the job*
- *Implementation of Development Programs*
- *Self-motivating to achieve professional and personal objectives*
- *Order of the Blue Vase Recipient for Life Insurance Production*
- *Consultative Sales Designation Recipient*
- *Organizational Administration and Staff Development*

INNOVATIVE DEVELOPMENT LEADER with expertise in personnel development, business and program implementation and operations management in complex and multicultural institutions.

EXCELS AT PROVIDING PROCESS, TECHNICAL AND FUNCTIONAL LEADERSHIP-Ability to coach, mentor and train multiple teams in different territories on the mechanics of a successful business.

PROVEN ABILITY TO LEAD, MOTIVATE, AND GENERATE SALES. As a Sales Manager/Business Consultant demonstrated ability to manage and direct territorial marketing and sales activities. Lead by example by consistently holding the title of top performing Sales Manager.

SOLID UNDERSTANDING OF SAFETY AND RISK MANAGEMENT through evaluation and investigation of medical claims; identified of deteriorating and unprofitable agencies; facilitating improvements or termination as necessary.

CORE MANAGEMENT QUALIFICATIONS

- Program/Project Management
- Diversity/Multicultural Awareness
- Collaborative Networking
- Business Consultant
- Empathetic and Active Listener
- Lead Generation
- Line Growth Consultant
- Marketing Director
- Sales Manager
- Sales & Marketing
- Creative Problem Solver
- Marketing Projection Analysis
- Exceptional Communicator
- Staff Development and Mentoring
- Personal Line Growth Consultant
- Risk Evaluation & Management
- Training & Retention
- Coaching & Consulting

EDUCATION & TRAINING

Master of Science in Leadership & Business Ethics, Duquesne University, 3.98 GPA

Bachelor of Arts in Communications with minors in Professional Writing and Public Relations, Kutztown University

PROFESSIONAL PLATFORM

FARMER'S INSURANCE & FINANCIAL SERVICES

2006-PRESENT

Agency Development Manager (2013-Present)

Direct, manage and coordinate of all phases of Agency Development and Career Success efforts to accomplish individual and collective goals established by the Territory Office and enforcing all contractual relationships. Provide guidance, coaching, consultation, leadership, communication and assistance to District Managers and Staff,

- Administer, control and maintain responsibility for all Advertising objectives and goals including agent density and net gain goals, achievement of new agent appointment goal within given territory
- Direct all phases of appointment process for agents, agency staff and district managers
- Demonstrate mastery of recruiting by seeking out top-notch agents; assist in development of district recruiting
- Responsible for Career Agent retention and success and monitoring minimum performance standards; assist new agents with business plan, cash flow analysis and Profit & Loss (P&L) review
- Manage strategic agency placement using density model
- Develop growth strategy through Agency Acquisitions and new agent appointments

Sales Manager (Business Consultant)/Registered Principal (2011-2013)

Planned, directed, developed, and coordinated all sales related activities with the objective of meeting and exceeding revenue goals, market penetration for assigned territory, and contributing to the attainment of overall department objectives. Recommended new products as appropriate. Coordinated sales activities, programs and promotions; working collaboratively with all appropriate personnel.

- Formulated sales marketing plans. Developed implemented and managed short-term, mid- and long-term objectives, strategies, actions and budgets within a territory
- Consulted with agents on their business operations, including but not limited to staffing, financial operations (complete Profit & Loss Statements), business and marketing plans
- Identified deteriorating and/or unprofitable agencies; established corrective plans and programs for those agencies. May result in improvement of business results or termination of agent appointment agreement contract
- Farmers Financial Solutions (FFS) annual office inspections of Registered Representative branch offices
- Consistently the top performing Sales Manager in Auto and Fire New Business and FFS GDC (gross dealer commission)

Personal Lines Growth Consultant (2008-2011)

Successfully supervised profitable growth in personal lines. Worked closely with the state executive, division marketing managers and portfolio underwriters to develop and execute plans for training, initiative introduction and profit improvement strategies to ensure established personal lines growth goals were met. Provided guidance and assistance to agents and District Managers by acting as a field consultant for profitable personal lines growth.

- Led The Houston Division to shatter the quote records and set a pace for production and activity that has not happened since 2007; exceeded new business goals in 2010
- Through leadership, focus, training and implementation, led The Houston Division to write over \$1 million in premium through the leads distributed through the 21st Century Led Program
- #1 Division in Auto Quotes per Full Time Agent in the Southwest Zone; #2 Division in Quotes Not Taken (21st Century Leads) in the Southwest Zone; #4 Division in Auto New Business (29% year-over-year increase) in the Southwest Zone; #3 in Auto Policies in Force year-over-year

Regional Marketing Director-Bristol West (2006-2008)

Responsible for the growth and profitability of the Bristol West auto product within the independent and exclusive agent channel.

- Managed assigned Territory Marketing Managers to assist them in growing their assigned territory, identified prospective and current agents with highest growth potential and generate new business auto production
- Developed, implemented and led the company's strategic sales and marketing plans
- Developed, implemented and maintained a system to manage broker relationships (independent and exclusive agent channels)
- Analyzed marketing projections and results and presented to the Vice President of Marketing and Sales
- Possessed a strong knowledge of the territory and the region including agency, competitor, demographics, and economic trends

NATIONWIDE INSURANCE

2001-2005

Agency Sales support specialist/Independent Agency Acquisition Coordinator (2003-2005)

Medical claims adjuster (2001-2003)