

NAME

address

phone and email

EXECUTIVE-LEVEL SALES MANAGEMENT/CONSULTING

- Reputable leader and strategic developer with a successful background orchestrating start-ups as well as elevating organizational performance through skillful restructuring.
- Effective in boosting sales revenues and impacting unit recognition, productivity, and membership through advanced leadership and implementations.
- Expert in the identification, analysis, and resolution of diverse operational issues, continuously maintaining top performance while offering superior programs/services.
- Skilled presenter, communicator, and trainer with success targeting large community groups, impacting organizational performance and reputation.
- Superior capabilities in selection, recruitment, training, and development of top performing talents.
- Highly focused on adhering to organizational missions and philosophy while positively impacting bottom line and daily performance.
- Recipient of multiple national, industry, and organizational awards for superior leadership, performance, and contributions. Commendations included ... and recognition.

CORE COMPETENCIES

Operations Management: Team Building, Human Resources, Personnel Benefits, Team Facilitation, Training/Development

Research & Development: Strategic/Tactical Planning, Competitor Analysis
Marketing Strategies, Policy/Procedure Development,
Problem Resolution, Project Planning, and Risk Management

Organizational: P&L Management, Financial Reporting, Budget Planning/Preparation
Expense Reductions, and Cost Control

Public/Business Relations: Seminars, Community Presentations, Contract Negotiations
Board Participation, Team Facilitation, and Member Management

PROFESSIONAL EXPERIENCE

COMPANY NAME, location • dates

Non-profit organization description

National President/CEO

Primary leadership force of product sales operations, providing the overall management of more than \$600M assets while maintaining a Risk Based Capital of 142%. Ensured the effective promotion, communication, and delivery of member services to over 200,000 individuals. Managed a team of 150 office personnel and 300 field agents/managers with offices in 42 states. Controlled charitable budgets, organizational profits/losses, and overall expenditures while enforcing compliance with goals and standards. Spearheaded competitive market analysis, marketing/strategic planning, employee benefits, human resources operations, and production tracking focused on maintaining superior organizational performance. Liaised with the public, charitable organizations, and community leaders on a national level. Provided representation in major events, serving as a key speaker and member of community and national boards.

- Successfully maintained top national ratings throughout 7-year tenure.
- Chosen to serve as a board member of the National Trade Association for Fraternal Benefit Societies as well the American Council of Life Insurance and LIMRA Marketing Forum board.

NAME and contact info

XXXX experience continued ...

Revenue Growth:

- Boosted annual sales from \$25M to over \$35M.
- Successfully penetrated the senior market through skillful negotiation and cultivation of a key partnership with a national marketing firm that enabled the organization to offer a proprietary Medicare supplement to members. Result: Grew membership 10% for the first time in 50 years, reversing membership decline.
- Recommended the initiation of a profit subsidiary corporation focused on providing members with alternative financial products. Result: Unit achieved 20% revenue increases the first year and profitability in the 4th year of operation.

Expense Reductions:

- Captured \$7M savings through orderly dissolution of the organization's retirement home, ensuring all residents were successfully and safely placed in facilities equipped to meet their individual needs.
- Slashed budget 20% in the first year of strategic plan development/implementation, exceeding established goals and forecasts through expenditure reductions. Achievement resulted from comprehensive analysis and enhancement of products/commission plans.
- Propelled marketing results and re-designed the organization's national magazine, restructuring the publication from monthly to quarterly. Result: Saved more than \$200K annually.
- Introduced an early retirement plan that captured 10% reductions in personnel staffing costs.

EDUCATION/SKILLS

Degree
University and location

- Life Insurance Management Institute-Certifications in Corporate Strategies, Marketing, Financial, and Leadership
- Multi-State Life and Health Insurance License
- LIMRA-LIFC (LIMRA Life Insurance Fellow)