

## JOHN M. SMITH, CLU, CPCU

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### SELECTED MANAGEMENT EXPERIENCE

- Started and managed a group life insurance agency. Grew the company to \$15M in annual premium.
- Restructured a life insurance company. Improved customer service while reducing expenses by 15%.
- Led the insurance/risk management program for the Tenth Pan American Games. Achieved a loss ratio of less than 5%.
- Designed and developed a group benefits administration system for a major health insurer. Cut overhead by 15%.
- Developed a multi-state contract administration system for a major health insurer – the company's first client-server system.
- Planned the integration of a \$200M group benefits company acquisition. Integration completed on time and on budget.
- Planned the consolidation of three life insurance companies in three states. Optimized compliance and tax structures.
- Planned and implemented a product development process for the country's largest PBM. Cut expenses by \$3M.
- Managed the relocation of the data center for a \$400M brand name food manufacturer with no interruption of operations.
- Managed outsourced IS services for marquee account of a consulting company. Consistently exceeded SLA targets.
- Developed and led the annual budgeting process for a regional HMO. Greatly reduced the budget amendment process.
- Built and managed the customer service operations for a national software consulting company.
- Prepared a reorganization plan for a major public utility to comply with deregulation. Minimized staff redundancy.

### SELECTED SALES AND MARKETING EXPERIENCE

- Tuned target marketing for a major Southwest HMO. Improved financial results by \$4M annually.
- Revamped target marketing for a major Midwest HMO. Turned around faltering sales and financial performance.
- Revamped marketing and underwriting of a group life insurance company. Increased revenues \$10M and profits by 25%.
- Implemented payroll deduction life/disability products in a group life insurance company. Generated \$2M in add-on sales.
- Sold over \$300M of in-force group life insurance in conjunction with group health sales.
- Sold commercial property and casualty coverage to top executives of large companies. Achieved 400% of quota.
- Sold ERP outsourcing services (J.D. Edwards) to top management of major east coast manufacturing companies.
- Sold the life insurance system I designed. Generated \$600K in revenues to offset development costs.
- Developed and implemented a branding strategy for a major consulting company, significantly increasing recognition.
- Developed and implemented a sales strategy for a major consulting company. Sold several marquee clients.

### EMPLOYMENT HISTORY

ANYONE & Co, New York, NY	VICE PRESIDENT OF BUSINESS DEV	Jan 01 to Nov 05
ABC TECHNOLOGIES, Los Angeles, CA	DIRECTOR OF CLIENT SERVICES	May 99 to Jan 01
MEDIFRONT HEALTH PLANS, Los Angeles, CA	DIRECTOR OF PRODUCT MGT	Mar 97 to Oct 98
CMP HEALTH SYSTEMS, Los Angeles, CA	VICE-PRESIDENT OF PRODUCT DEV	Oct 95 to Oct 96
BLUE CROSS BLUE SHIELD, Chicago, IL	VICE-PRESIDENT/SUBSIDIARY COO	Aug 77 to Oct 95
FREEDOM MUTUAL INSURANCE CO., New York, NY	SALES REPRESENTATIVE	Aug 75 to Aug 77

### EDUCATION

BS in General Engineering, United States Military Academy, West Point, NY

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