



MICHAEL ANDERSON

HEAD OF DIGITAL OPERATIONS

PROFILE

Accomplished Digital Insurance Platforms Manager with a robust background in digital strategy and implementation, particularly within the insurance domain. Expertise in driving digital transformation initiatives that align with organizational goals and enhance customer experiences. Proven ability to leverage technology to streamline operations and foster innovation. Skilled in stakeholder engagement and project management, ensuring timely delivery of high-impact projects.

EXPERIENCE

HEAD OF DIGITAL OPERATIONS

SecureLife Insurance

2016 - Present

- Led the digital overhaul of the customer service platform, resulting in a 35% reduction in service-related complaints.
- Implemented a customer feedback mechanism that increased satisfaction ratings by 50%.
- Managed a budget of \$2 million for digital projects, ensuring optimal resource allocation.
- Coordinated with marketing teams to launch digital campaigns that boosted lead generation by 40%.
- Established KPIs for digital performance, providing regular reports to senior management.
- Executed training programs for staff on new digital tools, enhancing their productivity.

DIGITAL PRODUCT MANAGER

NextGen Insurance

2014 - 2016

- Developed and launched a mobile application that increased user engagement by 60%.
- Conducted market research to identify customer preferences, informing product enhancements.
- Collaborated with UX/UI teams to redesign the digital interface, improving user experience.
- Analyzed customer data to optimize product offerings, leading to a 30% increase in sales.
- Facilitated agile meetings to ensure timely project delivery and team alignment.
- Created comprehensive user documentation and training materials for new products.

CONTACT

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SKILLS

- Digital Strategy
- Project Leadership
- User Experience Design
- Data Interpretation
- Budget Management
- Stakeholder Engagement

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN
INFORMATION TECHNOLOGY -
STANFORD UNIVERSITY

ACHIEVEMENTS

- Recognized for excellence in digital innovation at the International Insurance Awards 2022.
- Achieved a 45% reduction in time-to-market for new products through enhanced digital processes.
- Successfully implemented a digital training program that improved employee skills by 40%.