



MICHAEL ANDERSON

Senior Insurance Product Manager

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SUMMARY

Distinguished Insurance Product Manager with over 12 years of experience in the insurance sector, specializing in product innovation and market strategy. Proven track record of leading cross-functional teams to deliver complex insurance solutions that meet evolving market demands. Expertise in leveraging data analytics to inform product development and enhance customer satisfaction.

WORK EXPERIENCE

Senior Insurance Product Manager Global Insurance Solutions

Jan 2023 - Present

- Directed the development of a multi-channel insurance product portfolio, increasing market penetration by 30%.
- Collaborated with IT and marketing teams to implement a new CRM system that enhanced customer engagement.
- Analyzed market trends to inform product adjustments, resulting in a 15% increase in customer retention.
- Established key performance indicators (KPIs) to measure product success and team performance.
- Facilitated training sessions for sales teams on new product features and benefits.
- Oversaw compliance with regulatory standards, ensuring all product offerings adhered to industry guidelines.

Insurance Product Analyst Premier Insurance Group

Jan 2020 - Dec 2022

- Conducted comprehensive market research that identified customer needs and shaped product development strategies.
 - Collaborated with underwriting and claims departments to streamline product offerings, reducing processing times by 20%.
 - Developed detailed product specifications and user stories to guide the development process.
 - Utilized data analytics tools to monitor product performance and customer feedback.
 - Supported the execution of product launches, ensuring alignment with marketing strategies.
 - Participated in cross-departmental meetings to align product vision with organizational goals.
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EDUCATION

Master of Business Administration, University of California, Berkeley

Sep 2019 - Oct 2020

ADDITIONAL INFORMATION

- **Technical Skills:** Product Development, Market Analysis, Stakeholder Engagement, Regulatory Compliance, Data Analytics, Project Management
- **Awards/Activities:** Successfully launched three innovative insurance products that generated over \$10 million in annual revenue.
- **Awards/Activities:** Received the 'Outstanding Product Leadership Award' in 2020 for exemplary performance in product management.
- **Awards/Activities:** Achieved a 95% satisfaction score in customer feedback surveys post-product launch.
- **Languages:** English, Spanish, French