



# MICHAEL ANDERSON

## LEAD PRODUCT MANAGER

### PROFILE

Accomplished Insurance Product Manager with a decade of experience in designing and implementing insurance products tailored to diverse markets. Recognized for a keen ability to synthesize market data into actionable strategies that drive product innovation and customer loyalty. Expertise in leading teams through the entire product lifecycle, from ideation to execution, while ensuring compliance with industry regulations.

### EXPERIENCE

#### LEAD PRODUCT MANAGER

##### Innovative Insurance Corp

2016 - Present

- Led a team of product managers in the development of a digital insurance platform, resulting in a 40% increase in online sales.
- Defined product vision and strategy based on market research and emerging trends.
- Implemented agile methodologies to enhance product development efficiency.
- Negotiated partnerships with tech firms to integrate advanced analytics into product offerings.
- Monitored product performance metrics and adjusted strategies accordingly.
- Facilitated workshops to gather insights from customers and stakeholders, enhancing product relevance.

#### PRODUCT DEVELOPMENT COORDINATOR

##### National Insurance Agency

2014 - 2016

- Assisted in the launch of a new health insurance product that achieved a 25% market share within the first year.
- Conducted competitive analysis to identify product gaps and opportunities.
- Collaborated with underwriting teams to create risk assessment tools for new products.
- Developed training materials for sales teams, enhancing their product knowledge.
- Coordinated feedback loops with clients to ensure product alignment with market needs.
- Prepared detailed reports on product performance and presented findings to senior management.

### CONTACT

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### SKILLS

- Product Strategy
- Market Research
- Team Leadership
- Agile Methodologies
- Partnership Development
- Performance Analysis

### LANGUAGES

- English
- Spanish
- French

### EDUCATION

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION, UNIVERSITY OF MICHIGAN

### ACHIEVEMENTS

- Recognized for developing a product that won the 'Best New Insurance Product' award in 2021.
- Increased customer engagement by 50% through innovative marketing strategies.
- Achieved a 90% retention rate for newly launched products in the first year.