



Michael ANDERSON

PRODUCT DEVELOPMENT MANAGER

Dynamic Insurance Product Manager with a rich history of driving product innovation and enhancing customer experiences within the insurance landscape. Known for a collaborative approach that integrates stakeholder insights into product strategies. Extensive experience in managing product lifecycles and executing go-to-market strategies that elevate brand presence and market share. A strategic thinker with the ability to analyze complex data sets to inform decision-making processes.

CONTACT

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SKILLS

- Product Lifecycle Management
- Customer Experience
- Compliance Oversight
- Market Research
- Strategic Partnerships
- Training and Development

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF SCIENCE IN FINANCE, NEW YORK UNIVERSITY

ACHIEVEMENTS

- Achieved 'Best Performing Product' recognition in 2023 for outstanding sales performance.
- Increased customer satisfaction scores by 40% through innovative product features.
- Played a pivotal role in expanding the product line, leading to a 25% revenue growth.

WORK EXPERIENCE

PRODUCT DEVELOPMENT MANAGER

Elite Insurance Services

2020 - 2025

- Oversaw the development of a comprehensive auto insurance product line, achieving a 50% increase in sales.
- Led cross-functional teams in the creation of customer-centric product features.
- Utilized market feedback to drive iterative product enhancements.
- Monitored compliance with industry standards and regulations throughout the product lifecycle.
- Conducted training sessions for agents to promote product knowledge.
- Developed strategic partnerships that broadened distribution channels.

INSURANCE PRODUCT SPECIALIST

Universal Coverage Inc.

2015 - 2020

- Assisted in the rollout of a new life insurance product, contributing to a 30% increase in market share.
- Conducted competitive analysis to identify strengths and weaknesses of existing products.
- Collaborated with marketing teams to develop promotional campaigns that boosted product visibility.
- Gathered and analyzed customer feedback to inform future product iterations.
- Supported compliance reviews to ensure all products met necessary regulations.
- Prepared presentations for executive leadership on product performance and strategic direction.