



MICHAEL ANDERSON

Digital Product Manager

Innovative Launch Insurance Specialist with a focus on technology integration and digital transformation in the insurance sector, offering over 5 years of experience. Expert in leveraging technology to enhance product offerings and streamline operations, ensuring that insurance solutions meet modern consumer demands. Proficient in utilizing digital tools for market analysis, customer engagement, and product launch strategies.

WORK EXPERIENCE

Digital Product Manager

2020-2023

TechSavvy Insurance Co.

- Managed the digital product launch process, resulting in a 50% increase in online policy sales.
- Collaborated with IT teams to develop user-friendly digital interfaces for new products.
- Analyzed user data to inform product improvements and marketing strategies.
- Facilitated workshops to train staff on new digital tools and technologies.
- Implemented customer feedback mechanisms to enhance user experience.
- Developed partnerships with fintech companies to expand service offerings.

Insurance Technology Consultant

2019-2020

NextGen Insurance Services

- Provided insights on technology trends impacting the insurance industry.
- Collaborated with product teams to integrate technology into new offerings.
- Conducted training sessions for clients on digital insurance tools.
- Assisted in the development of a mobile app for customer engagement.
- Evaluated software solutions to improve operational efficiencies.
- Supported product launch initiatives through technology integration planning.

ACHIEVEMENTS

- Led a team that developed a digital insurance product, achieving a 60% market adoption rate.
- Recognized for excellence in innovation with the 'Tech Pioneer' award.
- Increased customer engagement through digital channels by 45% within the first year.

CONTACT

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EDUCATION

Bachelor of Science in Information Technology

University of Florida
2017

SKILLS

- Digital Transformation
- Product Management
- Technology Integration
- User Experience
- Market Analysis
- Customer Engagement

LANGUAGES

- English
- Spanish
- French