

Vincent Diana

Experienced Head of National Sales

PROFILE

National insurance sales leader, with significant external wholesaler experience. Excellent track record coaching and leading sales teams. Direct transformational growth through strategic insight, innovation, and cultivation of high performing organizational culture; achieving and surpassing company sales and profit goals.

KEY SKILLS

Coaching
Mentoring
Motivating

Recruiting
Training
Approach Talks

Insurance Products
Insurance Strategies
Stage Presence

RECENT PROFESSIONAL EXPERIENCE

Covr Financial Technologies, Inc.

Head of National Sales - Hartford, Connecticut

2018 – Present

- Recruited by start-up venture-capital-backed InsurTech firm to build life and LTC insurance wholesaler sales team and ramp up sales.
- Converted 12-person support team from reactive customer service desk to proactive insurance sales consultants.
- Directed design and implementation of first-ever product and insurance-based planning strategies training program.
- 300% increase in life and LTC insurance sales in 2019.
- Led strategic prospecting discussions with banks and wirehouse firms to launch Covr's industry-leading online insurance platform for their financial advisors.

American International Group, Inc.

Regional Vice President / Life External Wholesaler

2013 – 2018

- Built leading sales territory with a run rate of \$1,000,000 in annual target premium.
- Helped pioneer new distribution channel to shift organizational focus on growth.
- Partnered with Edward Jones and their advisors to drive insurance sales through financial planning and needs analysis solutions.
- Created and implemented on-going training program for financial advisors.
- Managed, coached and trained multiple teams to meet sales goals and company objectives, both internally and externally.

Metropolitan Life Insurance Company

Regional Vice President – Life

2011 – 2013

- Managed distribution channel containing 500+ financial advisors, supervising 40+ direct reports and 6 external wholesalers.
- Grew sales as external wholesaler by 54% within first year by building and cultivating key account relationships and more effective deployment of resources.
- Overhauled reactive sales support model to a proactive one, with emphasis on point-of-sale approach talks, product knowledge, and basic and advanced case design.
- Presented sales forecasts and industry developments to senior leadership team.

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Regional Vice President - Life (continued)

- Championed the implementation of sales and marketing strategies across multiple channel platforms with sophisticated data analytics to improve operational efficiency.
- Led restructuring of selling process and operations cycle, focusing on solutions-based training and business development acumen.

Manager, National Sales Desk - Life

2008 – 2011

- Led and coached 39-person sales team to ensure alignment with cycle of operations and company sales initiatives.
- Tactically focused on coaching, training and sales process.
- Mentored and high-performance-coached employees, including frequent 1:1 goal setting meetings and performance management assessments.
- Recognized for outstanding work in company-wide Diversity Initiative, and with a partnership with Clark Atlanta University.
- One of ten top management professionals to participate in “*Foundations of Management Program.*”

Supervisor, Internal Wholesaler Desk - Life

2006 – 2008

- Ensured maximum sales productivity by partnering with field management to identify, evaluate, and launch strategic sales campaigns.
- Implemented training and coaching strategies for sales desk in coordination with sales management and wholesalers.
- “*Most Valuable Partnership Award*” for internal and external sales teams, 2007.
- “*Most Valuable Team Member Award*” for outstanding accomplishments in team support, leading change and driving sales, 2007.

Internal Wholesaler - Life

2005 – 2006

- Proactively collaborated with external wholesalers to drive business in assigned territory.

Travelers Life Insurance Company

Business Account Manager / Annuity Service

2004 – 2005

- Conducted in-depth investment assessments by partnering with agents and clients to discuss mutual fund portfolio options and risk tolerance.
- Coached and trained staff of six through cycle of operations and business processing.

EDUCATION

Bachelor of Science – Business Administration and Management

University of Phoenix

2005

Professional Training and Certifications:

- Licenses: FINRA 6 and 63, Connecticut Life Producer License
- High Performance Coaching - ASLAN; Presentation Skills Training
- Launched first MetLife Toastmasters Charter: “Snoopy Storytellers”