Cynthia Price

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PROFILE

Proven Business Development and Operations Leader with experience in the insurance and financial services industries, building solid relationships with insurance carriers, financial advisors, broker dealer firms, and solution providers. Success in retaining Top Tier clients, while expanding client relationships, building trust, and bringing in new client consulting business. Instrumental in increasing sales by $25 million by partnering with external entities and implementing efficiencies leading to reductions in the cost of doing business by 20%.

KEY COMPETENCIES

Leadership	Relationship Building	Project Management	Annuities
Business Development	Operations	Contract Implementation	Insurance
Sales	Technology Improvement	Program Management	Finance

PROFESSIONAL EXPERIENCE

Ebix Consulting, Formerly VERTEX Inc. Rocky Hill, CT 2018-2020

Vice President, Business Development, Life & Annuity

Accountable for business growth of Life & Annuity Division through retention and expansion of sales, new client acquisitions, enhanced relationships with existing partners, and through impactful strategic partnerships. Supported and partnered with Sales Account Managers to drive new client consulting opportunities through contract negotiations/structuring, legal review, execution, and delivery. Collaborated with operations and development teams to ensure client delivery expectations were met or surpassed.

- Strengthened relationships with Top 50 Life & Annuity insurance carriers and broker/dealer firms, which resulted in retention of existing client's by 99% and a 5% increase of new client relationships.
- Created strategic partnerships with Sales Account Managers across Ebix platforms, to identify and execute on sales opportunities and to ensure the value proposition of Consulting was being delivered consistently to our clients.
- Developed and presented client presentations in partnership with Account Managers on consulting opportunities as well as Ebix overall platform solutions, which resulted in increased new sales across enterprise.
- Partnered with Operations and Sales to successfully implement new Consulting Business Model, and presented new model to insurance carriers and broker/dealer firms in various forums.

ACORD Corporation, Pearl River, NY 2017-2018

Program Manager, Life & Annuity

Coordinated end-to-end ACORD standards and process for the Life & Annuity Standards Program. Developed project plans monitored and communicated the progress of activities against milestones and ensured new XML standards were implemented accurately and on-time. Led various working groups and ensured that objectives, timelines, and completion of work was accomplished within scope.

- Created and completed stretch assignment to develop Life & Annuity member retention process, in partnership with Member Services to retain 25% of existing members by year-end.
- Partnered with colleagues to identify relevant conference topics, solicited speakers and assisted with the developed of presentation content, as well as facilitated sessions at annual conference.
- Developed member communications, presentations, and webinars on new standard releases.
- Created relationships with key members and partnered to establish commitment to the new Program Advisory Council and governance process.

Prudential Annuities, Shelton, CT 2012-2017

Service Relationship Manager, Annuity Service Operations

Managed relationships with approximately 25 key broker/dealer firms, as well as top in-house and external financial advisors. Executed succession plans and mentored five associates into management roles. Trained vice president and three colleagues on client experience process and responsibilities of service relationship manager role.

- Increased sales $25M by traveling to wholesalers' and external advisors' facilities, soliciting feedback for improvement on service, enhancements and updates, and utilizing recommendations to implement new structure.
- Decreased "Not in Good Order" rating 20% by reforming workflow on post issue signature process and reducing number of missing items.
- Cut receipt-of-funds time frame by 5 days by developing electronic qualified transfer process with top 10 key bank firms that eliminated paperwork and checks.
- Created verbal authorization process that allowed clients to withdraw up to $50,000 over the phone.
- Improved consistency for insurance carriers and broker dealer firms statewide by collaborating with internal and external stakeholders, including IRI (Insurance Retirement Institute) to successfully implement the New York Reg 60 regulatory Phase 1 process.
- Achieved third-place ranking industry wide by improving "Top 5 Firm Scorecards" rating by 20%.

Associate Manager, Annuity Service Operations (2009-2012)

Managed operations for new business, including management of an independent broker/dealer team (nine case managers, service team specialist and technical advisor). Trained and mentored staff solicited feedback and made structural improvements.

- Reduced data input errors 20% and improved client experience by augmenting staff to reduce errors in client contract information.
- Improved team's quality by 12% (88% to 99.5%).
- Slashed status calls 25% by piloting and implementing 1035 Exchange/Transfer Problem Resolution Process.
- Decreased processing time, reduced instances of missing paperwork and strengthened relationships between sales and service operations by establishing a new business key contact structure for internal/external wholesalers.

RELATED EXPERIENCE

The Hartford Life Insurance Company, Windsor, CT

Project Manager, Individual Annuity Retail Operations

- Gained approximately $600M in capital by gaining senior management's approval of a project and staff augmentation strategy that brought nine additional associates on board.

Manager, Individual and Group Annuity Disbursements and Tax

- Implemented process improvements and expense reductions which decreased manual check workflows by 20%.

Key Account Manager, Individual Annuity Account Management

- Cut firm's Letter of Indemnity process and financial exposure by 25%.
- Retained existing sales of Top 25 broker/dealer firms by 20%.

EDUCATION

Financial Industry Regulatory Authority (FINRA) Series 6 & 26
Capital Community College, Hartford, Connecticut: Project Management courses
Tunxis Community College, Farmington, Connecticut: Business Administration courses

AFFILIATIONS

- Insured Retirement Institute (IRI) Committee member and panel speaker
- LOMA Equity Products Annuity (EPAC) Committee Chair
- Operations Managers Roundtable (OMR), Member and Co-chair

SOFTWARE & TECHNICAL SKILLS

MS Word, Excel, PowerPoint, MS Project, Visio, SmartOffice, Sales Force, Jira, Verint, Annuity Administrative Platforms