Michael P. McFadden

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Vice President – National Accounts

Relationship Management | Sales Management | Strategic Planning | Account Leadership | Sales & Marketing Strategy

PROFESSIONAL SUMMARY

Highly motivated and results-driven executive with outstanding sales management experience in account leadership, marketing, and relationship building for utilization in progressive sales environment. Recognized for transforming underperforming sales results to rapidly achieve/exceed company sales goals. Proven ability to listen to and understand the needs of distribution partners and prospective partners. Experience in collaborating with sales team on tactical plans to deliver results – ensuring effective communication with distribution partners on portfolio, underwriting procedures, sales metrics, promotion, and compensation. Build strategic partnerships while collaborating cross functionally with teams to align business priorities.

CORE COMPETENCIES

Distribution Leadership	**Business Development**	**Executive Presence**
Sales Team Execution	**Team Building**	**Honesty and Integrity**
Process Implementation	**Strategic Planning**	**Marketing Strategy**
Wholesaling Background	**Sales Presentations**	**Metrics Driven**
Segmentation Process	**Sales and Marketing**	**Brand Ambassador**

WORK EXPERIENCE

Vice President / Senior Strategic Account Manager **2012 – 2022**
AIG Financial Distributors

Built and communicated organizational strategy while managing relationships across Life, Annuity, and Senior Market product lines with Insurance Designers of America, iGroup, National Financial Partners, Peloton Global Distribution, and The Marketing Alliance. Grew national marketing organization into a top three firm within AIG in four years.

- Was fully responsible for developing and implementing strategic plans with National Marketing Organization partners and tactical plans with Regional Vice Presidents to deliver sales results. Ensured effective communication with distribution partners on portfolio, underwriting procedures, sales metrics, promotion, and compensation.
- Maximized strong strategic leadership skills combined with specific experience in planning and marketing strategy.
- Developed and maintained an effective marketing plan to deliver sales results. Worked with all levels of organization and diverse clientele via a "hands-on" approach to sales. Performed seminars and workshops with agencies and producers to promote the AIG product portfolio and current marketing campaigns including practice management.
- Cultivated strong relationships with National Marketing Groups, and individual member agencies, and Direct Marketers.
- Utilized expertise in performing review of current product portfolio, production, bonus position, products, underwriting, and company initiatives in National Marketing Organizations and member BGA's.

Accomplishments:

- Put together strategic and tactical plans to grow sales with Regional Vice Presidents. Focused on large agencies – rebuilding relationships and trust. Built National Marketing Organization to over $13M in production annually.
- Trained Strategic Account Associate to collaborate with account. Put together a strategic plan to grow sales via training classes on product, underwriting, and case management for the client. As a result, grew the client into the top Direct Marketing Organization at the company in 2 years, with production of $4M+ in new premiums (largest client in space).
- Spearheaded development of specific tactical plans for each agency to grow sales from top down. Conducted extensive interviews via WebEx and field trips to identify issues/roadblocks. Received feedback and implemented plans. Successfully grew market share 15% YoY to become a top 5 carrier in their organization over three years.

VP – National Accounts **2007 – 2012**
Genworth Financial

Managed relationships across Life, Annuity, and Long-Term Care product lines with The Marketing Alliance and American Brokerage Centers as well as distribution partners for direct markets. Leveraged strong strategic leadership skills combined with specific experience in planning, product and project management, marketing strategy, and operational analysis.

- Managed and trained a wholesaling team to specifically focus on assigned National Marketing Organizations.
- Built stronger and deeper relationships with National Marketing Organizations and their top producing agencies.
- Allocated promotional budget among agencies for marketing initiatives, including seminars and workshops. Worked with distribution partners to refocus, restructure, and implement strategies that positioned organizations for success.

Accomplishments:

- Reorganized the Sales team and added 4 new roles. Put strategic and tactical plans in place, a special incentive trip, and a step scale bonus plan to increase sales. Moved the National Marketing Organization to be number one for 3 straight years. Production increased to $26 million, $27.2 million, and $28 million of annualized premium.
- Qualified for Genworth Sales Incentive Trip 4 out of 4 years, earning Top Account Manager and MVP Awards.
- Recognized for growing National Marketing Organization over 20% YoY to top selling organization 2 years in a row.
- Earned number one ranking twice as account manager in total sales as well as earning MVP award multiple times.
- Worked with Operations to put together a special team just to handle Direct Markets business. Within 12 months, increased production 25% and maintained increase over the next 36 months. Built channel to over $32 million in sales.

Regional Vice President (Wholesaler) **2006 – 2007**
Genworth Financial

Recruited as an original sales team member of the start-up Linked Benefits Product Division at Genworth. Was fully responsible for annual sales growth in Brokerage General Agencies/Firms – increasing sales by 50% from product inception.

- Cultivated strong relationships with Brokerage General Agencies and Brokerage Managers in large wire-houses.
- Visited Brokerage General Agencies and Distribution Partners to review production, bonus position, products, underwriting, and company initiatives. Maintained travel and entertainment budget for the territory.
- Ensured effective communication with agencies on products, underwriting, customer service, and technology changes.
- Performed seminars and workshops with agencies and producers to promote the Combination Product portfolio.
- As an original member of the Sales Team with no distribution in place, developed successful business models, and sales functions that facilitated aggressive company growth. Implemented a Regional Sales Plan to address different types of distribution and handle specific needs of the channel. As a result, realized annual sales increases of 50% YoY.

Early Career Experience:

Regional Vice President (Wholesaler) – First Penn - Pacific Life / Lincoln Financial Distributors

- Recruited as an original member of the start-up Life Brokerage Division of First Penn-Pacific Life. Sold $100+ Billion of life insurance during tenure. Managed annual sales goal of 20 states (Western Sales Territory) with a staff of 4.
- Built and led a team of direct reports to achieve sales goals. Cultivated stronger business relationships with 150 Brokerage General Agencies, putting an emphasis on the top producers and terminating non-producing agencies.

EDUCATION

Bachelor of Science in Business Administration
Roosevelt University

LICENSURE / CERTIFICATION

FINRA Series 6 & 63
IL Life, Heath, and LTC Insurance Licenses

Certificate – CLTC Corporation for Long-term Care