

DAVID B. PETERS, CLU, FLMI

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DIGITAL SALES PROFESSIONAL

Experienced Digital Sales Professional with a positive reputation for building effective relationships with both internal and external customers to drive results. Fiscally responsible manager of large budgets and strict timelines. An active student of an ever-changing financial services industry. Strengths include leadership, collaboration, mentoring, knowledge, effective staff development skills and proven record of retaining high performing staff. Effectively capitalizes on relationships to deliver on commitments through strategic planning, focused execution, strong work ethic, and a positive attitude.

SKILLS

Digital Distribution
Marketing
Sales Growth

Distribution Operations
Financial Services
Process Efficiency

Information Technology
Collaborate
Data Analytics

PROFESSIONAL EXPERIENCE

HIGHLAND CAPITAL BROKERAGE

January 2022 – June 2023

Vice President – Business Architecture (Digital), 2022 – 2023

Collaborate with senior management, Quotacy leadership and overall sales leadership to define and implement strategies to expand the internal life insurance fulfillment capabilities of the Quotacy DTC platform to the full breadth of all of Highland life insurance sales; implement an internal advanced sales team to support individual disability sales for all of Highland; implement a virtual internal sales team to support all of Highland's risk-based insurance sales.

- Collaborate with the Quotacy leadership team, fulfillment process experts and system experts to complete overall assessment of current capabilities of the Quotacy life insurance fulfillment platform. Current state assessments were completed on time and met management expectations.
- Define opportunities for sales growth, process efficiencies and systems needs to expand the fulfillment capabilities to the broader Highland sales organization. Lead the implementation of identified systems and process improvements for the Quotacy fulfillment platform. The effort to implement fulfillment enhancements has just recently gotten underway.
- Collaborate with sales leadership to define and implement an individual disability internal sales team that provides advanced case design, quotes, product education and carrier education to all Highland advisors. This internal sales team was deployed in November 2022 and the disability insurance results in the first quarter of 2023 were 178% of first quarter 2022.
- Implement a virtual sales team to support the sale of life, disability, and long-term care insurance for all sales teams within Highland. This team consists of insurance sales experts that provide virtual point of sale support for all Highland advisors. With the move to virtual workforce during the pandemic, we have learned that point of sale support for many advisors can be implemented successfully virtually rather than in person. Platform went live in March of 2023 so too early to measure results at this time.

PRINCIPAL

March 2005 – December 2021

Director – Digital Distribution, 2019 – 2021

Collaborate with IMO, BGA, Financial Institution, Proprietary Sales Organization, Direct to Consumer partners and internal senior management to define and implement digital strategies to support the sale and service of individual life and disability income insurance.

- Collaborate with the leadership of key distribution partners to define mutually beneficial digital strategies for the sale and service of individual life and disability income insurance products.
- Ensure digital distribution capabilities fully enable a digital approach to product education, product quote engines, underwriting quotes, full application submissions, drop ticket submissions, underwriting status, underwriting decision, policy issuance, policy delivery, policy owner service and delivery of hierarchical sales compensation.
- Ensure digital solutions appropriately balance customer experience with technology capabilities and process efficiency requirements.
- Drive sales growth and process efficiency using data analytics with real time access to relevant data to enable informed decisions. These efficiencies and analytics were significant contributors to our ability to achieve 3 times industry average in annual sales growth.

- Collaborate with external customers, third party platforms and internal leadership to utilize in force policy data to drive new sales and to improve service to existing customers.
- Drove 2020 digital life insurance sales growth of 267% over 2019 and on track for similar growth in 2021.
- Improved digital application submission for Term insurance from 40% in 2020 to 68% in 2021.
- Coordinate digital distribution priorities through a spectrum of internal technology priority committees. Our ability to coordinate sales priorities within these technology priority processes has been critical to our success in achieving a nearly 9% compound annual growth rate in our life insurance sales results.
- Sponsor technology and operational initiatives in support of our digital distribution strategy.

Director of Operations – Individual Distribution, 2005 – 2019

Define and implement strategic technology and operational efficiency initiatives to support the sales of Individual Life Insurance products through multiple distribution channels. Work with the Life Distribution and Life Business Unit senior leadership teams to execute on strategic initiatives.

- Act as executive sponsor on strategic initiatives that support the sale of Individual Life Insurance and Non-Qualified Deferred Compensation plans through a variety of distribution channels. These initiatives are targeted on technology and process efficiency improvements to achieve better than industry sales growth.
- Sponsored strategic data analytics initiative to put near real-time sales data in the hands of distribution leadership and the sales team daily to drive improved sales results. These timelier data analytics have consistently enabled the life sales team to identify sales opportunities and sales challenges in a timely manner. This was a \$1 million initiative that delivered at 103% of budget, utilized approximately 20 development resources and delivered on time.
- Coordinate regulatory, legal and compliance initiatives with appropriate business areas within Principal.
- Drive legal, compliance and business conduct decisions related to the distribution organizations we conduct business through.
- Directed several other project teams in execution of strategic initiatives to make decisions on project scope, timing, and budgets to align with overall business objectives. Some examples are the replacement of the life insurance illustration system, complete overhaul of our advisor internet portal and several process improvements to build a more efficient Nonqualified Deferred Compensation sales process.
- Manage an annual budget of approximately \$19 million to within the acceptable limits of plus or minus 5% deviation*ATS.

ADDITIONAL RELEVANT EXPERIENCE**PRINCIPAL****June 1988 - March 2005****Assistant Director – IT****Senior Systems Analyst, Systems Analyst, Information Analyst I & II****EDUCATION****Iowa State University, Ames, IA****Bachelor of Science (BS), Computer Science, Minor in History****Life Office Management Association, Inc.**

- Fellow, Life Management Institute (FLMI)
- FINRA
 - FINRA Series 6, 63 and 26
- Iowa Life Insurance License

The American College

- Chartered Life Underwriter (CLU)

INDUSTRY LEADERSHIP ROLES

- Chairperson for the ACORD Life Standards Committee.
- Chairperson for NAILBA Technology Steering Committee.
- DTCC Strategic Advisory Board.
- DTCC Executive Steering Board.