MELISSA L. SCOTT

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SUMMARY

SENIOR LEADER

An innovative strategic leader with a combination of strategy, business and data analysis and execution skills for business transformation. Meticulous to find key gaps, and market opportunities with companies ranging from start-ups, and day-to-day operations of fast-growth companies, with a focus on user experience and increasing sales. Proven ability to research, analyze, and educate/translate use cases at all levels of audiences. An inspiring leader engaged in creating a positive environment for employees and clients, and an initiator who excels as a team player.

Proficiencies

- Strategic Planning & Roadmap Development
- Business Case Development
- Market Strategy/Research
- Persuasion and Negotiation
- Client Relationship Management
- Problem Solving
- Product Innovation/Execution
- Presentation Delivery

CORE ACCOMPLISHMENTS

- Consistently achieved year-over-year growth in terms of revenue, gross margin, and customer satisfaction, managing key accounts in the Financial Services domain with 21% - 28% revenue growth year over year.
- Developed innovative and strategic data solutions for the insurance industry in areas such as Identity Fraud Access Management, Digital Application Prefill, and Predictive Models for straight-through processing.
- Client Proof of Concept data gathering and testing, enabling clients to achieve cost effectiveness, faster go-to-market, and high-quality deliverables.
- Awarded Aite 2016 Vendor Award for most innovative use of data.

PROFESSIONAL EXPERIENCE

Majesco – Alpharetta, GA **April 2022**
Principal Business Solutions Consultant

Provided sales support for the Global Insurance Solutions Team and Sales Directors to enhance the overall level of service and client satisfaction with Majesco's L&AH Core Suite and ClaimVantage Platform solutions.

- Applied industry knowledge of Life and Annuity Health Group solution offerings that included digital, claim benefits, absence management, and distribution management aiding the Sales Directors and the client's sales cycles in North America and Global sales channels.
- Created proposal plans, presentations, user stories, and process flow diagrams in collaboration with internal departments.
- Collaborated with the offshore team to prepare demonstrations via use cases by clients at all levels of the organization.
- Demonstrated ability to analyze situations, pose good questions, clarify, and be creative in the generation of client options.
- Collaborated with Product, Support, Delivery, Operations, and Security teams to collect and manage responses to RFIs/RFPs, and client and vendor questionnaires.
- Accountable for managing opportunities and updating CRM reports.

Senior Consultant – Alpharetta, GA
Clients: TAI **April 2021 – October 2021**

Successfully delivered management and transformation consulting to various customer projects, ensuring a clear understanding of customers' business needs, and prompt and controlled delivery.

- Consultative analysis of client data to find inefficiencies and operational issues, updated worksheets with findings and recommendations.

- Examined and analyzed systems/databases to ensure quality and compliance for TAI reinsurance software systems.
- Collected business requirements, developed, and executed test plans, and documented results.
- Supplied recommendations and solutions based on the client's needs, abilities, and limitations.

LexisNexis Risk Solutions - Alpharetta, GA
Vertical Manager **March 2016 – July 2020**
Business Analyst/Product Solutions Specialist **January 2013 – March 2016**

Enhanced client satisfaction, successful service delivery, ownership and delivery of team P/L goals, solution definition for various IT and BPO programs for Clients, and financial business management for over 200 Insurance and Financial Services businesses.

- Developed client partnerships to increase vertical revenues from $700K in 2013 to $52M in 2020 through consistent delivery of quality services, value-added solutions, and strategic initiatives through partnership with key organizational leaders.
- Conducted market research and analysis of emerging trends affecting the insurers, distributors, and customers to support innovation and new product development. Identify data sources (FCRA and non-FCRA) developing and improving 10-plus data solutions for the marketplace.
- Monitored competitive landscape, and gathered intelligence for industry trends, digital transformation, technology/platforms, vendors, and procurement for the development of new products.
- Prepared customer proposals, annual reviews, SOW (statement of work), and RFI/RFPs.
- Collaborated with Corporate Marketing on advertising, promotion, and client-facing materials.
- Accountable for Go-to-market activities, sales readiness, value statement creation, sales tools, webinars, use cases, new client presentations, demos, and account manager handbooks, and presented to C-Level and senior managers.
- Tracked and measured delivery of product development and reported progress of delivery to stakeholders.
- Partnered with Vendors to secure new data and analyzed data for accuracy and coverage through proof-of-concept efforts. Determined the viability of the products. Lead product exploration through data and analytic studies.
- Developed and evaluated product pricing strategies and policies that support the market strategy, and revenue targets. Developed strategic business cases, and financial and transaction-based forecasts for market viability.
- Built relationships with over 200 strategic partners to renew existing agreements and identify new business opportunities.
- Supported industry and trade associations, public service organizations, customers, and vendors, and understanding the regulatory environment for products and services in the overall management of the Life and Annuity Insurance Practice. Attend and present at trade shows or conferences.

First Advantage - Indianapolis, IN
Manager, Processing and Quality Assurance **May 2011 – June 2012**

- Management of a corporate and international workforce of 40 employees, responsible for the implementation of new regulations by the IRS and system deployments for new clients.
- Collaborated with Client Services and development team to develop requirements, process documentation, and workflows using the Visio software. Managed and developed user acceptance testing for new releases and system deployments. System defects and timeouts decreased by 25%.
- Managed the Work Opportunity Tax Credit program processing team. This effort combined all customer contact through the single work routing process, reducing manual work, developing metrics to monitor and measure quality and quantity of work, implementing internal audit procedures, and successfully documenting written procedures for job aid manual and electronic availability for business continuity. Turnaround times w reduced to 1 day, from 3 to 5 days, and quality, rose to 97% to 99% previously 70% to 80%.
- Monitored CRM, and Salesforce account executive activity, analyzing and developing reports for executive management meetings. Created, supported, and analyzed spreadsheets for monthly revenue and budget projections. Proactively addressed potential issues by tracking customer activity in CRM/Salesforce, increasing results by 15%.

Indiana Farm Bureau Insurance Company
United Farm Family Life Insurance Co. – Indianapolis, IN
Director, Farm Bureau/United Home Life and Annuities **April 2004 – December 2010**

- Accountable for building and managing high-performing teams, and innovative and digital workflows to improve efficiency and reduce costs. Reported to Senior Vice President, Life Division.
- Served as Business Analysis/Project Manager on new and system upgrades. Building a homegrown annuity system, system upgrades for a repetitive payment system for the company employee retirement fund, a new business automated underwriting system, upgrades to the administration system, and implementation of an imaging system.
- The system projects served as a Business Analyst. Wrote cost-benefit analysis, collaborated with vendors writing requirements, and screen designs, worked with infrastructure teams, and IT during the development phases of the underwriting automated system, and developed workflows, and training guides. Worked closely with underwriting and new business team to ensure the automated system met current and future business needs. Held daily meetings with project members during the implementation process to keep communication lines open and the project timeline on track with vendor and IT members. Developed user testing cases, training, and use cases.
- Drove team performance by eliminating waste and fostering an environment of continuous improvement, including facilitating decision-making and empowerment. Successful development of career growth goals and coaching of managers/team leaders and employees, resulting in 15 promotions.
- Initiated change management and restructuring of teams, allowing cross-training staff to improve turnaround time and efficiency in processing business.
- Developed and started a call center for the independent agent market with a call volume of between 15,000 and 20,000 calls per month with a 98% response rate. Hold rate less than 2 minutes.
- Conducted team meetings to foster collaboration, communication, feedback, and learning among teams.
- Underwriting approval limit up to 500,000 and Life Death Claim review and approval limit up to one million.
- Chosen by the management team to participate in the company's first Leadership Academy, successfully completing the three-year program. Demonstrated ability to work successfully with other functions and division leadership through outstanding communication, teamwork, collaboration, and negotiation skills.

ADDITIONAL ROLES

Manager
Farm Bureau/United Home Life New Business/Operations
Individual Life and Annuities

Supervisor
New Business and Life Operations for Individual Life and Annuities

New Business Underwriter

EDUCATION AND CERTIFICATIONS

- **Bachelor of Science (BS) in Business Administration**
    - Management and Marketing - Focus
    - Minor – Management Information Systems
    - Indiana State University, Terre Haute, IN
- Lean Six Sigma Green Belt (ICGB)
- Pragmatic Project Marketing Certification
- Agile, Waterfall, JIRA, and MS Project
- Web-based software as a service (SaaS) application
- LOMA Associate Customer Service (ACS) Designation
- Aite Group 2016 Vendor Award – Most Innovative Use of Data LexisNexis Risk Solutions
- Indiana Farm Bureau Insurance Company Leadership Academy 2010
- Fraud Certification 2007-2010 by ICS Merrill – EMSI Investigative Services
- Indiana Farm Bureau Insurance Employment Law Training

PROFESSIONAL MEMBERSHIPS

- Association of Home Office Underwriters (AHOU)
- Georgia Association of Home Office Underwriters (GAHOU)
- Carolina Underwriters Forum

COMMUNITY SERVICE

- Junior Achievement of Georgia
- North Fulton Community Charities
- GA Distributive Education Clubs of America (DECA)