





CHRIS VAN DER PUT

CONTACT

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SKILLS

Augmented / Automated Underwriting
Process Automation
SaaS
NLP
BPO
Vipassana Meditation
DMPs
DSP
Client Prospecting
Lead Generation
Digital Marketing
New Product Development
Playbook Developer
CRM Tools - Lead Generation/Tracking
BI
Investor Funding - VC/PE/Angel
PQL/MQL
APIs
SOC II
Fintech
Artificial Intelligence (AI)

EDUCATION

Universiteit van Amsterdam
Business Administration

PROFILE

Seasoned Sales Executive in the insurance industry, excelling in Property & Casualty (P&C), Life, and Group Life markets. Transforms complex customer requirements into high-value solutions with a strategic, data-driven approach. Distinguished for delivering significant revenue growth and surpassing targets in competitive markets through analytical rigor and creative strategy implementation. Skilled in cultivating executive-level relationships, succinctly communicating compelling value propositions to C-suite executives. Leads strategy development and sales team performance, leveraging financial insights, technical expertise, and operational efficiencies.

WORK EXPERIENCE

VP of Sales, North America

Munich Re Automation Solutions 2022-Present

- Initiated and led a transformative sales campaign as a dedicated individual contributor, surpassing sales objectives to drive the company's aggressive expansion and market penetration.
- Surpassed the annual sales goal by 125% within the first six months, directly contributing to the company's growth and leadership position in the market.
- As a strategic hunter, exclusively tasked with gaining traction among the top 200 North American carriers across Life, Group Life, P&C, and Annuities sectors.
- Led a project to streamline policy issuance processes, surpassing STP targets by 25% and integrating advanced underwriting automation technologies, resulting in a 35% reduction in underwriting cycle time and 30% reduction in FTE'S.
- Directed transformative initiatives that delivered a 50% surge in policy issuance efficiency, showcasing a tailored approach to addressing industry-specific requirements and driving notable operational improvements.
- Spearheaded negotiations and onboarding for two major Fortune 500 Life carriers, enhancing the company's competitive stance and contributing to a substantial increase in annual revenue.
- As the initial sole contributor, played a key role in building and maintaining critical relationships, enhancing the company's presence in the competitive North American insurance market.

Director / VP of Sales

MeasureOne 2021-2022

- Directed the formulation and implementation of an innovative sales pipeline strategy aimed at the FinTech and BaaS realms, catalyzing a substantial 25% amplification in client engagement and orchestrating a noteworthy \$2M revenue boost over three quarters.
- Secured the company's inaugural revenue deal, a landmark \$5M ARR agreement, within the first five months through effective cold calling, determination and relationship building.
- Developed and executed a sales framework targeting Financial Services, Educational Institutions, and Background Screening sectors, achieving a 35% increase in revenue and a 20% improvement in customer satisfaction. This framework was instrumental in aligning BPO services and Automated Underwriting and Risk Assessment platform solutions with market needs.
- Engineered and implemented innovative product marketing strategies resulting in a 30% enhancement of product features and market leadership consolidation in BPO services and financial technology solutions.
- Led a high-performing sales team to exceed sales goals through effective collaboration and strategic focus, underscoring commitment to excellence and market penetration.
- Initiated and championed workplace initiatives that fostered employee well-being and professional growth, leading to a 50% reduction in absenteeism and a 20% increase in retention.

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EXPERTISE

Revenue Management & Growth

Business Plan & Strategy Creation

Client Acquisition & Development

Sales Team Management

Insights and Strategy

Team Builder & Motivator

Cross-functional Engagement

C-Suite, Investor, and Board Meetings

Product Optimization

Pipeline Developer

Content Creator

Visionary

Rapport Builder

conflict resolution

LANGUAGES

English



Dutch



German



French



Chief Revenue Officer

Nvzn Augmented Reality

2020-2021

- Developed and implemented a comprehensive GTM strategy driven by detailed analysis of market trends and conditions; leveraged trends and a deep understanding of market conditions to stay ahead of the competition and adapt to changes, grew revenue from \$0 to \$400K in ARR.
- Pursued partnerships with top e-commerce companies including Shopify, Big Commerce and SAP.
- Spearheaded the entire sales cycle; implementing a focus on the LAER methodology and driving the execution of effective sales plans. Sourced and nurtured leads through targeted networking, SDRs, and social media marketing, resulting in a 0% churn rate and exceptional customer satisfaction.

VP of Sales & Business Development

WellMedia, Inc.

2018-2020

- Drove sales and business development at a PE-backed Insurtech startup, introducing digital transformation and BPO solutions to the SMB insurance sector while delivering cutting-edge Data Analytics solutions to Enterprise level carriers.
- As an initial sole contributor, swiftly secured the company's first \$1M in Annual Recurring Revenue (ARR) within six months, setting a robust foundation for growth.
- Strategically expanded the team to six members, fostering a culture of excellence and collaboration, which propelled the team to surpass sales quotas by 125% in 2018 and 175% in 2019
- Leveraged deep industry insights and the firm's innovative offerings to triple the client base, enhancing market footprint and revenue.

Owner & CEO

UIQ, Inc.

2014 - 2017

- Acquired and rebranded SuperLeads to UIQ, Inc., a BPO and digital solutions provider for the SMB insurance industry, growing the team to 75.
- Introduced a pioneering lead generation service in the US market, a unique hybrid BPO-enhanced offering that catalyzed measurable growth for clients. This innovation led to a 300% surge in policy issuances for clients and propelled client base's expansion by over 500% within just six months, including many of the leading Health, Life and Auto insurance carriers and brokers.

VP of Sales & Business Development

SuperLeads, Inc.

2009 - 2014

- Superleads excelled in digital transformation for the SMB insurance sector, focusing on Health and Life insurance, offering BPO, call center solutions, and custom software development from facility in Peru.
- Spearheaded global sales strategy for an insurtech startup, enhancing competitive edge and customer acquisition, adding 120 clients and boosting revenue by \$3M in six months.
- Leveraged exceptional verbal communication to foster relationships with Fortune 100–500 financial firms, representing leadership at key industry events.

AE - Sr. Director of Sales

Netblue

2006 - 2009

- Joined Netblue as an AE selling performance advertising solutions.
- Grew team from 1 to 25 within the first year, establishing Netblue as the leading private advertising network with 100MM unique visitors.
- Established Midwest HQ in Chicago and forged relationships with leading CPG, FMCG, and advertising agencies.