Matthew C. Hert

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New Business Development Executive

High-end caliber new business development executive having extensive experience with technology and software companies. Specialized expertise in developing and implementing sales strategies that are heavily collaborative and consultative. Proven success working with CRM software utilizing a variety of sales methodologies. Excellent at building relationships, generating consensus and driving change. Ability to work independently in a remote environment and travel when necessary. Extensive experience within the Life & Annuity and Property & Casualty sectors of the Insurance industry.

Professional Strengths:

- Opportunity Identification
- Business Value Assessment
- Trend/Market Analysis
- Key Account Management
- Contract Negotiations
- New Product Launch
- Territory Management
- Strategic Planning & Growth
- Brand Recognition

Key Achievements:

- Closed deal sizes up to $3.2 million in total contract value
- Managed sales territories of over 200 accounts
- Introduced new markets resulting in 100% increase in year over year sales revenue
- Business value assessments savings over $2 million in annual operating costs

Professional Experience:

Vice President of New Business Development
Management Data, Inc (MDI) — *April 2021 – Present*
Responsible for company sales, marketing, and new business development of company policy administration system throughout North America.

- Developed company strategic sales plan and re-branding
- Created company sales CRM database
- Developed new deal opportunities and opened new marketplaces
- Managed additional sales representative and marketing director

Vice President of New Business Development / Customer Success Executive
Vice President of Customer Service / Account Executive
Sapiens International (formerly Delphi Technology) — *March 2018 – March 2021*
Responsible for relationship management and business development of production clients throughout the United States. Work with client company executives, senior & mid-level management and project leaders on corporate initiatives.

- Management of over $4 million book of business including 4 top-tier accounts
- Increased post-production ASA sales by 28%
- Increased customer satisfaction at key accounts
- Manage 2 individual customer Account Managers and 2 Business Analysts
- Represent company on User Group Board of Directors and at industry conferences
- Part of Executive Management Team which led Due Diligence and Post Merger Integration processes for Sapiens acquisition (July 27, 2020)

Insurance Agent & Financial Representative
Independent Broker — *September 2017 – December 2019*
Offer individual and small business analysis of current financial situation and help identify financial goals and concerns, illustrate and identify gaps and offer solutions.

Business Development Executive Consultant
Optime Consulting / Take 5 Media Group — *January 2017 – March 2018*
Responsible for development of new sales leads of Fortune 500 companies within the United States & Canada. Work with company executives and project leaders on tailored automated loyalty programs, demand generation solutions and business intelligence services.

- Increased opportunity pipeline by over 50%
- Opened new logo opportunities throughout a variety of new industry sectors
- Represented companies at business networking events

Matthew Hert **954-854-3613**

Software Portfolio Representative - Analytics Division
Insurance Industry Consultant – Information Agenda and Big Data & Analytics Team
IBM Corporation *July 2010 – August 2016*
Responsible for enterprise sales of Information Management, Business Analytics, Content Management & Big Data solutions within assigned sales territory. Engaged with C-level, Senior Line of Business and IT Executives to develop relationships, business strategies and execution plans for using data and information to create competitive advantage. Provided quantified business value propositions and technical evaluations. Worked in a variety of industry sectors within Florida and both domestically and internationally - Canada, the Caribbean and Latin America within the Life & Annuity and Property & Casualty sectors of the Insurance industry.

- Managed over 100 clients including new white space accounts
- Met or exceeded sales quota year over year for 4 straight years
- Average deal size $400-500,000 new revenue in total contract value
- Increased reference accounts by 25%

Business Development Executive
Kaplan Compliance Solutions *December 2008 – December 2009*
Responsible for sales, outsourcing service and account management of on boarding, compliance & licensing software programs to L&A Insurance Carriers, Broker/Dealers and Securities Firms within the United States. Worked with Product Managers and clients to cultivate feedback on proposed new features and value proposition. Business model for handling top-tier clients was established as a corporate standard going forward.
- Managed over 200 accounts on a continuous basis with concentration to 20 top-tier clients
- Increased market penetration by 33% into Carriers and Securities Firms
- Average deal size $100,000 new revenue in total contract value

Director of Sales
EbixExchange *April 2007 – December 2008*
Responsible for sales and marketing of sales research & quoting, illustration and order-entry programs to L&A Insurance Carriers, General Agents, Brokers, Independent Agents & Advisors, Agencies, Broker / Dealers within the United States. Assisted development team by providing client feedback in order to prioritize product roadmap for future releases. Collaborated with other industry software-related vendors to identify integration and joint partnership opportunities to increase potential client market-share and improve overall client satisfaction. Consulted with Marketing Department to design, develop, and re-brand the entire company and product suite including logo, trade show materials, collateral marketing materials and corporate website.
- Average deal size $250-300,000 new revenue in total contract value
- Increased client base 100% within first year
- Functioned as a public speaker and trade show representative to 12-15 trade and industry meetings
- Recruited and managed 1 junior level representative and 2 administrative staff

Senior Account Executive
Ebix Inc. (formerly E-Z Data Incorporated) *June 2005 – April 2007*
Responsible for sales and marketing of contact relational management programs to Insurance General Agents, Brokers, Independent Agents & Advisors, Agencies, Broker / Dealers within the United States, Canada, Caribbean, Australia and New Zealand. Consulted with clients and Product Managers in implementation and enhancement of product offerings. Responsible for recruiting, training and managing inside sales representatives. Company representative at trade shows and annual meetings.
- Average deal size $50-100,000 new revenue in total contract value
- Assisted over 100 existing clients with migration of legacy data to new product
- Increased market penetration 25% through strategy to launch product offerings to Broker/General Agent segment

Additional Professional Experience:
Downtown Digital Printing - **President / Owner**
Sungard Data Systems - **Corporate Sales & Marketing Director**
Metropolitan Life Insurance Company - **Account Representative**

Education & Designations:
Bachelor of Science in Business; State University of New York, College at Oneonta – May 1990
Departmental Honors – Cum Avg 3.6/4.0
Life and Health (including Annuities and Variable Contracts) Insurance license in the State of Florida

Professional Organizations:
Member – LOMA – LIC Operations & Technology Committees
Member – Medical Professional Liability Association (MPLA)
Member – National Association of Independent Life Brokers Association (NAILBA)
Meetings & Education Committee (2008-2009)
Member – Life Insurance Direct Marketing Association (LIDMA) – Membership Co-Chairman (2008)

Personal Organizations:
Age-group Triathlete / Ironman Finisher
Co-founder/Past-President of Fort Lauderdale Triathletes - Club Representative to USA Triathlon and Ironman Tri Club
Regional Officials Coordinator of USA Triathlon and CAT2 Certified & Elite Race Official
World Triathlon – Level 1 Certified Technical Official