SARA LILLY WEBB

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EXECUTIVE SALES LEADER | PRODUCT OWNER

Dynamic and performance-driven Professional with 20+ years of experience leading diverse teams to enhance profitability through generating revenue in the banking and insurance industry. Equipped with a recognized track record in formulating business management strategies, innovation, and team leadership in alignment with company success. Proven capacity to manage relationships with partners/vendors, participate in expansion activities (insurance programs, investments, and acquisitions), and maintain control over business operations. Adept at translating strategy into actionable goals to implement annual planning initiatives.

CORE COMPETENCIES

Key Partnership Development | Insurance Programs | People Management | Finance Management | Tactical Planning | Financial Operations | Risk Management | Quality Assurance | Networking | Consulting Experience | Visionary Leadership | Strategic Alliances | High-Stake Negotiations | Strategic Direction | Strategic Thinking | Excellent Communication Skills | Attention to Detail | Problem-Solving Skills | Analytical Skills | Organizational Skills | Decision-Making Skills | Project Management

PROFESSIONAL WORK EXPERIENCE

NORTH CAROLINA BANKERS ASSOCIATION, *Raleigh, NC* February 2021 – Present
President – Community Bank Services/Community Insurance Services
Provide executive leadership in strengthening business and financial strategies for the organization, monitoring objectives, and adjusting policies to meet targets while collaborating with other corporate executives to implement plans and policies.

- Exhibit finance expertise in initiating the nation's first insurance agency consortium for community banks, giving them access to 35+ products and 40+ carriers while organizing and implementing best practices training.
- Spearhead 20+ endorsed solutions to the community banks, reviewing current solutions to fully comprehend their total value for the member banks, subsidiary, and parent company (NCBA) and terminating relationships that did not add significance.
- Create a new Board of Directors to direct the CBS subsidiary while updating the pipeline of new endorsed solutions for the board to review member banks that accomplished monetary value, efficiencies, and fintech solutions.
- Prioritize the overall success of the Employee Benefits platform in managing the Employee Benefits Insurance division.
- Research new ancillary products for community bank staff while coordinating pricing, plans, and stop loss limits.
- Boost non-interest income, reduce expenses, and update industry trends by assisting NCBA members and meeting with DOI, OCC, FRB, and FDIC on platform, escalation and vendor oversight practices, and regulatory compliance controls.

PNC, *Raleigh, NC* June 2019 – February 2021
Product Owner
Integral in implementing several system improvements, resulting in streamlined collaboration among cross-functional teams while supervising the Salesforce Development team in formulating their retail servicing platform.

- Directed the Development team in creating the first servicing function using multiple APIs, developing over 30+ common functions for the retail servicing roadmap with Business Systems Analysts, SalesForce Developers, and Quality Engineers.
- Collaborated with the company leadership team, product management, project managers, and customers to align their vision while providing a business perspective for delivering high-quality and timely product releases.
- Collated functional business requirements, describing the business problem and the corresponding solution to accomplish and incorporate the customers' feature requests into the product roadmap in its daily development.

PNC, *Charlotte, NC* May 2015 – June 2019
Senior Insurance Product Manager
Centralized and decommissioned all insurance programs within two years to better adhere to regulatory requirements of banks and insurance processes through understanding profitability and creating efficient systems for various bank acquisitions.

- Enhanced net revenues by 30%+ by meeting with the OCC, DOI, and PNC executive leaders to approve new insurance offerings.
- Selected by Senior Leadership to attend the PNC's Women's Leadership Development program - a 12-month program with an advanced curriculum on leadership, negotiation, human relationship, team building, and networking.
- Served as the President of the Eastern NC Chapter and initiated the Women Connect, expanding its employee business resource group to Eastern Carolina while increasing women's engagement and awareness in banking at PNC to the local region.
- Drove the region's overall engagement by maximizing the annual calendar and quarterly meetings with the Regional President.
- Acted as a Vice President in launching the PNC Women's Leadership Development Program Alumni Association.

BB&T INSURANCE SERVICES, *Wilson, NC* June 1999 – May 2015
Vice President & Agency Manager
Mobilized corporate development plans and strategies that span insurance services while holding various positions.

- Generated 20%+ revenue through renegotiating direct-to-consumer contracts and executing a long-term care insurance sales strategy.

- Recognized as the Top Sales Agent in the company for two of the three years in the sales center before being promoted to Agency Manager and leading the Life and Financial Planning division to be the most efficient agency within the organization.
- Successfully drove continuous sales growth by thoroughly researching each client's insurance needs and internal needs while serving as a consultant to perform competitive analysis and enhance the client's life and financial plans.

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Science in Business Administration, Finance Concentration (Cum Laude)
NORTH CAROLINA STATE UNIVERSITY, *Raleigh, NC*

TRAINING & CERTIFICATION

Women's Leadership Development Program | WOMEN'S LEADERSHIP | 2018
Bank$im | PNC | 2017
The American College CLU & RHU | THE AMERICAN COLLEGE | 2010
Life, LTC, MedSupp & P&C Insurance Licenses | NC DEPARTMENT OF INSURANCE | 2001
BB&T Leadership Development Program | BB&T INSURANCE SERVICES | 2000

MEMBERSHIPS

Board of Directors Chairman | AMERICAN BANKERS INSURANCE ASSOCIATION BOARD OF DIRECTORS | **2018**
Board of Directors Member | AMERICAN BANKERS INSURANCE ASSOCIATION BOARD OF DIRECTORS | **2014-2019**

TECHNICAL EXPERTISE

LinkedIn Social Media Marketing | **Microsoft Office** (Word, Excel, PowerPoint) | **SalesForce** | **CRM**