

# Kiran Aradhyula

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## Accomplishments

- Received prestigious award in 2020 for extraordinary product sales. This is for successfully leading and contribution for driving product launches and innovation.
- Insurance Products Online Launch Success: Successfully led the end-to-end solutions and launch of digital products, achieving 20% increase in user adoption within the first six months.
- Improved customer retention by 20% by incorporating product analytics and pricing strategies for Revenue Growth Management.
- DocFast OMNI Channel implementation leading to 90% policy submissions to electronic
- Agile Implementation and Optimization for Term and Universal Life- For the "Digital Transformation" program.
- Customer Journey Optimization- Leveraged AI to streamline processes and improve customer acquisition. This initiative contributed to **\$50 million in sales growth**, significantly enhancing market competitiveness.

## Expertise and Skills

- Business Process Improvement
- Microsoft Office Solutions, Office Suite
- Portfolio Planning
- PMI Framework
- Agile and Waterfall Methodology (Scrum)

An experienced strategic leader and management consultant with extensive 10 plus years of experience in the insurance industry and fortune 500 companies.

My expertise lies in combining cutting-edge technical capabilities to model risk, design future-proof insurance products, and deliver high-impact services. I have successfully led multi-million-dollar Digital Transformation initiatives, enhancing the customer journey, optimizing marketing products, and developing KPIs to drive performance.

My leadership in implementing AI-driven processes has revolutionized underwriting operations, significantly accelerating decision-making and creating substantial ROI through faster, smarter product delivery.

## Professional Experience

### Program Advisor

FRACTAL AI: Jul 2023 – Present

#### Networking and Strategic Partnerships:

- **Contribution:** I helped Fractal expand its network by identifying and introducing strategic partnerships with key players in the insurance and AI technology sectors. My deep connections in the insurance and tech industries allowed Fractal to establish partnerships that enhanced its go-to-market strategies.
- **Result:** Increased market penetration, enhanced brand visibility, and broader access to enterprise clients.

#### Brand Marketing Strategy:

- **Contribution:** I advised Fractal on positioning its AI-driven solutions in the insurance and risk management market. By refining the company's **value proposition**, I helped them align their messaging to resonate with key stakeholders and decision-makers in industries where AI and data are critical for digital transformation.
- **Result:** Improved brand recognition, leading to a significant increase in customer engagement and inbound sales inquiries.

#### AI Technology and Implementation:

Key advisory role in helping Fractal design and implement **AI models** for predictive analytics, customer segmentation, and underwriting automation. I guided the team in integrating cutting-edge AI solutions to create tailored products for insurance carriers and other industries.

- CPCU (Certification in progress)
- Insurance (SME- Life, Annuities, P&C)
- Product Management
- Program Management
- Strategic Leadership
- KPI's & Dashboards
- Data Analysis (Google and Power BI)
- Project Roadmaps
- Managing Cross functional Teams
- Customer Centric
- DocFast Platform
- API's Integration
- Third Party Technology Vendor Management

## Education

- MBA | MMHC, Management in Healthcare| Vanderbilt University, Owen Graduate School| Nashville, TN
- Masters in Microbiology| Plant Pathology| Pt, Ravishankar University, India
- Medical Technology| Tennessee State University| Nashville TN

**AVP- Digital Product Leader** (Subject Matter Expert) AIG, New York, NY: Jul 2014 – Jan 2023

### AI Process Design for Products:

**Contribution:** I played a key role in designing the AI algorithms that underpin the automated underwriting process. These models are trained to accurately assess risk and issue policies swiftly without requiring medical examinations.

**Results:** Reduced Time to Issue: Through my contributions, the average policy issuance time dropped from weeks to less than 10 minutes.

### Integration with Insurtech Solutions:

**Contribution:** I worked on integrating third-party technology platforms and data sources (like healthcare databases and credit reports) into the SimpliNow platform, which enabled real-time decision-making.

**Results:** Cost Reduction- The automation led to 20-30% cost savings in underwriting operations due to the elimination of manual tasks and the medical exam requirement.

### Improving Customer Journey:

**Contribution:** I led the optimization of the digital customer experience, making it easier for applicants to complete the process online. This involved working closely with UX/UI teams to ensure that the journey from application to policy issuance is intuitive and quick.

**Results:** Market Growth-This transformation allowed the company to scale its operations, increasing policy sales by tapping into a broader market of customers seeking faster and easier life insurance products.

### Cross-functional Leadership:

**Contribution:** I coordinated between product, engineering, and marketing teams to ensure that the AI-driven process automation for products aligned with customer needs and business goals.

### Team Management and Vision:

My leadership as an AVP resulted in consistent high performance, improved team morale, higher retention rates, and successful project delivery. By aligning team goals with corporate strategy while supporting individual growth, I fostered a motivated, high-performing team that continuously drove business success.

**Associate Director, Product Expert** AIG, New York, NY: Jul 2014 – Jan 2023

### Developing the Portfolio Roadmap:

- Strategic Alignment: I worked closely with senior leadership to ensure that the portfolio roadmap aligned with the company's broader goals. This involved understanding long-term business objectives and translating them into a clear, actionable portfolio strategy.
- Prioritization: I prioritized projects based on value creation, resource availability, and impact on the business. This allowed the team to focus on high-priority initiatives that offered the greatest return on investment.

### Establishing and Managing KPIs:

- Managed financial metrics KPI's to track financial performance, profit margins.
- Established customer centric KPI's for gauge the effectiveness of new products and services.

**Stakeholder Engagement:** I facilitated regular communication between stakeholders, ensuring that expectations were managed and all teams were aligned on objectives and deliverables. This reduced miscommunication and increased project accountability.

**Project Manager, Business Relations** AIG, New York, NY: Jul 2014 – Jan 2023

**Vendor and SaaS Management:**

- Played a key role in selecting and managing third-party vendors and SaaS platforms essential for project success. I ensured seamless integration with existing systems, fostering innovation while maintaining operational efficiency.
- Successfully developed and implemented business cases that secured critical funding, contributing to projects that generated significant revenue growth and operational improvements.

**Senior Program Manager** CIGNA, Nashville, TN: Feb 2013 – May 2014

- Improved operations with GE Centricity and CCMS McKesson Products by leading the implementation of strategic initiatives.
- Orchestrated innovative projects, guaranteeing modernized scope management, rigorous quality assurance, and operative resource allocation while overseeing third-party contracts.

**Product Director (Startup)** MEDHOST, Franklin, TN: Aug 2012 – Dec 2012

- Realized a 40% amplification in client communication, slashed defects by 25%, and enriched overall cost-effectiveness by 60% as a Product Executive leading the CMS-guided digital transformation of electronic medical records.
- Handled hospital rollouts, facilitating CMS Meaningful Use Stage 2 compliance, seamless SaaS/cloud-based Direct Project execution, and commercialization of the EMR product.

**Product Manager (Startup)** MEDSOLUTIONS INC. Feb 2011 – May 2012

- Maintained a record of 100% client SLA compliance and guaranteed exceptional customer support by overseeing a cost-effective data center transition to a new web portal.
- Spearheaded pivotal projects, including a high impact \$2M web portal redesign, development of crucial Application Programming Interfaces, and transformation of facility designs, while guiding a substantial team.

**Management Product Consultant** QUORUM HEALTH RESOURCES, Brentwood, TN: Oct 2008 – Apr 2011

- Elevated production profitability in hospitals through leading Nursing Operations review, implementing balanced scorecards, and coordinating directed consulting projects.
- Identified areas for optimization and cost-saving opportunities by conducting operational and financial analysis of each department within medium-sized hospitals.