

# Sophia Bennett

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## SUMMARY

Dynamic insurance professional with over 10 years of comprehensive experience in personal lines insurance, specializing in Homeowners products. Proven ability to lead cross-functional teams, develop strategic initiatives, and drive profitability. Equipped with strong analytical skills complemented by excellent communication capabilities to deliver impactful insights and foster collaboration. Experienced in managing product life cycles, ensuring market alignment while maintaining profitability. Eager to leverage expertise to craft innovative solutions that enhance client satisfaction and propel Bright Horizon Insurance's competitive edge forward.

## EXPERIENCE

### Senior Product Manager

January 2021 – Present

Eagle Vision Insurance

Los Angeles, CA

Spearhead the development and execution of innovative Homeowners insurance products, enhancing market competitiveness while ensuring profitability through data analytics and strategic planning.

- Analyze financial performance and market trends to inform strategic decisions and product enhancements.
- Collaborate with sales and marketing teams to ensure alignment in strategies and drive growth initiatives.
- Lead cross-departmental projects focused on improving profitability and customer satisfaction.
- Foster partnerships with industry stakeholders to enhance product offerings and retain customer interest.

### Product Manager

June 2016 – December 2020

Guardian Shield Insurance

Austin, TX

Managed the Homeowners insurance line, reviewing product development and market introduction strategies after extensive market assessments.

- Developed key partnerships with vendors to enhance product offerings and ensure competitive advantage.
- Conducted in-depth market analysis to identify opportunities for growth and differentiation.
- Created targeted marketing strategies in cooperation with sales to effectively engage potential customers.
- Participated in board meetings to review strategy and align operations with global business goals.

### Associate Product Manager

March 2014 – May 2016

Silver Lining Insurance

Denver, CO

Assisted in managing Homeowners insurance product lines, incorporating thorough analyses of marketing research and competitor landscapes.

- Collaborated with senior management to develop and implement product strategies aligned with organizational objectives.
- Supported the execution of marketing campaigns and sales strategies to boost product visibility and sales.
- Monitored changes in regulatory standards impacting homeowners insurance products.
- Facilitated internal communications to promote best practices among product managers.

## LEADERSHIP & AWARDS

- Awarded 'Best Innovative Product' by Insurance Innovators Group for Homeowners product launch in 2022.
- Recognized as a top performer at Eagle Vision Insurance in 2023 for exceptional leadership and team synergy.

## EDUCATION

### Bachelor of Science in Business Administration

2013

University of Washington GPA: 3.8

Seattle, WA

**Coursework:** Insurance Principles, Risk Management, Financial Analysis, Marketing Strategies

## CERTIFICATIONS

- Chartered Property Casualty Underwriter (CPCU) 📅 2020
- Associate in Personal Insurance (API) 📅 2019

## TECHNICAL SKILLS

- **Data Analysis Tools:** Excel, Tableau, Power BI
- **Communication Tools:** Slack, Microsoft Teams, Zoom
- **Project Management Tools:** Trello, Asana, JIRA
- **Marketing Platforms:** Google Ads, Facebook Ads, Email Marketing

- **Insurance Software:** Guidewire, The Applicant, ISO ClaimSearch
- **Financial Reporting Tools:** QuickBooks, SAP, Oracle Financial Services
- **Collaboration Tools:** Miro, Confluence, Notion
- **Accounting Software:** Xero, FreshBooks, Wave
- **Risk Management Software:** RiskWatch, LogicManager, Sphera
- **Statistical Analysis Tools:** R, SAS, SPSS

**SKILLS**

- Product Management
- Data Analysis
- Strategic Planning
- Market Research
- Cross-functional Collaboration
- Regulatory Compliance
- Performance Metrics
- Profit Optimization
- Team Leadership
- Client Engagement
- Project Management
- Business Strategy
- Risk Assessment
- Industry Trends
- Vendor Relationship Management
- Insurance Underwriting

**PROFESSIONAL AFFILIATIONS**

- Member of the National Association of Professional Insurance Agents.
- Active participant in community service efforts through the Insurance Industry Charitable Foundation.

**LANGUAGES**

- English (Native)
- Spanish (Intermediate)

**ADDITIONAL INFORMATION**

**Work Status** : Authorized to work in United States. No sponsorship required.

**REFERENCES**

AVAILABLE ON REQUEST