

## **PENELOPE APPLETON**

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### **BACKGROUND SUMMARY**

A management professional with extensive experience in achieving strategic business goals. Effective independent decision maker who has turned underwriting loss to consistent underwriting gain. Experienced in working with all departments in the corporation to achieve sales objectives and customer satisfaction. Strengths include:

- Strong mentoring and staff development skills
- Adherence to ethical, fair corporate policy
- Ability to assess business situations and coordinate resources effectively

### **PROFESSIONAL EXPERIENCE**

#### **ABC WISCONSIN INSURANCE CORPORATION**

Madison, WI

**1995 – 2009**

#### **Corporate Vice President - Underwriting (2002 – 2009)**

#### **Director of Underwriting (1995 – 2002)**

Vice President of group and individual underwriting for a not-for-profit company with \$812.9 million in 2008 sales. Managed staff in excess of 55 employees with a \$3 million budget. In addition, led Product Implementation Development which described specific benefits for corporate operational departments and Administrative Services Only (ASO) outside reinsurance and ASO Marketing Services.

- Within 2 years turned a loss of \$5 million to an ultimate profit of \$8 million which allowed for maximum corporate profit bonuses for all 10 years of the Incentive Bonus Program
- Efficiently assumed large blocks of health business from other health insurers, including EPIC, North Central Health Protection Plan (NCHPP) and Prevea Health Plan
- Implemented audit and policy reformation process which ultimately saved the company an excess of \$3 million annually
- Implemented an automated renewal system and workflow solution that reduced turnaround times to 5 days, provided consistency and data to evaluate and make future decisions
- Created long term strategies to obtain and retain profitable business. Developed and implemented policies and procedures that improved competitive standing.
- Worked closely with operational department management to ensure best practices were consistently used throughout the company
- In concert with Sales, analyzed data to determine current agent focus and determine future enhancements needed in products and service to achieve corporate goals.
- Motivated staff to achieve corporate goals in time of rapid market changes by listening and advising.

- Led corporate teams to effectively resolve many strategic initiatives including operational needs and communications to agents and customers requiring compliance with state and federal rules and regulations
- Mentored management employees on long- term corporate strategies, working as a team with other departmental managers to guide employees toward personal and corporate goals
- Successfully communicated successes and needs to upper management in a clear and concise manner with factual documentation to support the subject
- Controlled departmental budget in accordance to reasonable projections of future changes

**XYZ NATIONAL INSURANCE COMPANY IN WISCONSIN**

Milwaukee, WI

**1987 – 1995**

**Account Manager** (1993-1995)

- Planned, staffed and organized a Dedicated Underwriting Unit for the Wisconsin Health Insurance Risk Sharing Plan (HIRSP)
- Provided documentation and implementation on all guidelines and procedures
- Coordinated reports to monitor production in unit and provide management reports for the HIRSP Board of Governors
- Initiated and coordinated all benefit clarifications and changes
- Ensured that the company met all contractual obligations

**ADDITIONAL POSITIONS AT XYZ**

**Major Account Underwriting Consultant** (1992-1995)

**Medical Underwriting Consultant** (1987-1992)

**ADDITIONAL RELEVANT EXPERIENCE**

**Health Benefits Group**, Milwaukee, WI, Trust Medical Underwriting Manager (1984-1987)

**Bankers Life Insurance Company**, Milwaukee, WI, Life Underwriter (1982-1984)

**Insurance Company**, Milwaukee, WI, Health and Life Underwriter (1980-1982)

**Local Bank**, Wauwatosa, WI, Consumer Specialist (1976-1980)

**EDUCATION**

BA, Business, Mount Mary College, Wauwatosa, WI

**AFFILIATIONS**

Association of Health & Life Underwriters (AHLU)

Past President

Member since 1980