

LISA CONWAY

855 Ocean Avenue, Apt. 6H

Brooklyn, NY 11226

917-287-3748

lisaconw@gmail.com

EXPERIENCE

7/1/2015 – Current ERV, International Business Division New York, NY

Head of Regional Markets, The Americas

Manage all aspects of the North and South American markets including Business Development, Budgeting, Human Resources, and Legal/Compliance aspects. Research new markets, create alliances, and work within the group structure to align new opportunities with strategic growth plans. Coordinate international tenders with multiple carriers from the Americas as well as other International Markets. Analyze new markets for products and profitability.

- Created strategic structure for new markets including the US, Canada, Mexico and Colombia.
- Implemented strategic growth plan for region.
- Developed staffing initiatives to align with growth and profitability goals.
- Launched new distribution models within highly competitive markets.

6/2012 – 6/30/2015 American Modern Insurance Group New York, NY

Travel Insurance National Sales Manager

Develop Strategic Partnerships for a new Travel Insurance Underwriter, focusing on MGAs, MGUs, TPAs, and Broker Partners, as well as developing new channels of distribution and relationships in traditional leisure travel distribution verticals, both Nationally and Globally.

- Increased distribution channels by 300% in first 6 months of employment.
- Increased net premium by 100% in first 6 months of employment.
- Create new opportunities with product and actuarial team for alternative distribution channels, including employee benefits, hotels, banks, associations and health insurance companies.
- Work successfully to facilitate and implement global solutions for distribution partners.
- Create and present proposals to Senior Level Executives.

8/2011 – 4/2012 Gannett Direct Mail Solutions New York, NY

Business Development Specialist – Travel

Establish partnerships for DoubleTakeDestinations.com, a new travel website brand for Gannett, focusing on Caribbean/Mexico Resorts, US Attractions and Destinations.

- Work closely with design team to enhance user experience.
- Represent DoubleTakeDestinations at trade events and via social media to increase public awareness of brand.
- Negotiate directly with travel partners for valuable deals for DoubleTakeDestinations and sister sites.
- Create and negotiate proposals and contracts for over 50 new partners.

8/1999 – 8/2011 EuropAssistance / CSA Travel Protection New York, NY

Sr. Business Development Manager – National Accounts

Created new strategic relationships and lines of business (\$20M premium/year) while growing assigned territory by 25% in the Eastern United States, including product design, proposal development/presentation and contract negotiations.

- Maintain profitability of existing account base through training, targeted marketing plans and product enhancements to ensure annual growth of at least 25% and 95% retention rate.
- Represent company at trade shows, trade association meetings, on line and via social media in order to increase brand awareness.
- Supervised 3 internal Account Managers, who were responsible for day-to-day account activities.
- Direct and implement sales, marketing and profitability plans for strategic accounts, including Cruise Lines, Consortias, Online Travel Retailers, High-Volume Travel Agencies, Hotels, Property Management Companies, Software Companies, Airlines and Tour Operators.
- Managed over 100 product rollouts from start to finish, successfully communicating with multiple departments (sales, marketing, actuarial, product development).

2/1996 – 8/1999 CSA Travel Protection San Diego, CA

Training Manager

Responsible for hiring and training of new Customer Service Representatives on all aspects of travel insurance products, customer service skills, travel industry background and company procedures.

- Responsible for continuing education of Customer Service, Claims Department on new products and accounts.
- Managed Call Center Team of 12 - 20 employees.
- Created and implemented first training program at CSA Travel Protection

11/1994 – 2/1996 The Capital Group Los Angeles, CA

Marketing Assistant

Worked with Marketing Director to develop marketing strategies and presentations for brokerage partners.

- Assisted with set-up and development of onsite conferences and trainings.
- Worked with Senior Executives on sales and marketing presentations.

