

# MICHAEL O'KEEFE

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## HEALTH CARE INSURANCE INDUSTRY EXECUTIVE

### MARKETING / COMMUNICATIONS / SALES

High-performance business leader with more than 20 years of success driving rapid revenue growth. Positive, outgoing, and motivational manager who consistently inspires others to top-performance. Exceptional interpersonal and communication skills, capable of cross-functional and cross-cultural relationship and team building. Fluent Swiss and French.

*3-time Annual Executive Council Sales Producer.*

*3-time NY Life Ins. Co. Award winner for Exceptional Sales Production of Life & Health Insurance Products.  
Nominated as Class President for incoming Executive Council members.*

#### CORE QUALIFICATIONS

- Insurance Operations
- Marketing & Sales
- Health Care Plans
- Communications
- New Business Development
- Strategic Planning
- Lobbying
- Regulatory Compliance
- Team Building & Leadership

## PROFESSIONAL EXPERIENCE

**HARTFORD MANAGEMENT SERVICES**, Hartford, CT (2005–Present)

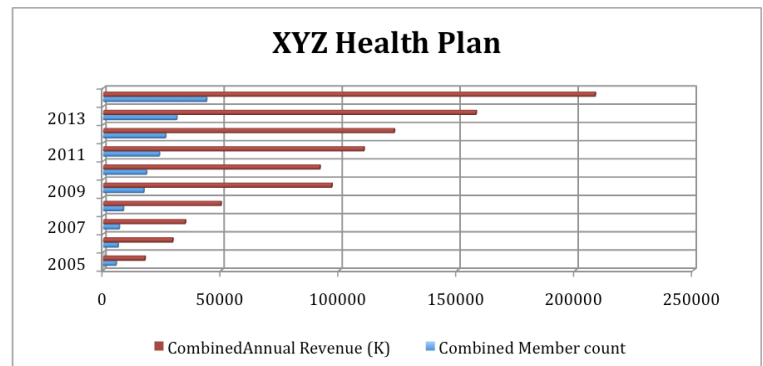
VICE PRESIDENT OF MARKETING AND COMMUNICATIONS (2013–Present)

DIRECTOR OF COMMUNICATIONS (2012–2013) ■ DIRECTOR OF MARKETING (2005–2013)

Recruited by CEO, based on reputation for entrepreneurial drive, strategic vision, and proven results, to grow company by developing and launching new business initiatives. Promoted twice for strong performance in leading all aspects of marketing and sales with \$2.5M budget, 6 direct reports, and 40+ brokers. Developed new product lines, created / delivered marketing campaigns through a range of media (print, television and internet), and maintained compliance with all Medicare and state insurance laws and regulations.

- Pioneered and commanded (from scratch) a new regional insurance line, boosting annual revenue to **\$60M** and member enrollment to **5K+** within first four years.
- Catapulted combined annual revenue from **\$17.5M to \$200M+** (projected) and total membership count from **6K to 43K+** in eight years.

	<i>Revenue</i>	<i>Membership Count</i>
2014	\$208M	43.5K
2013	\$158M	30.9K
2012	\$123M	26.2K
2011	\$110M	23.5K
2010	\$91M	18.1K
2009	\$96M	17.0K
2008	\$49M	8.3K
2007	\$34M	6.6K
2006	\$29M	6.1K
2005	\$17M	5.2K



- Succeeded in containing voluntary disenrollment rate to **less than 5%**.
- First to be awarded state Insurance Department contract approval to participate in the CT Health Insurance Exchange.
- Designed, implemented, and sold 19 plan and benefit designs involving 10 different programs, including HMO and PPO business models.
- Orchestrated expansion into 2 new CT service areas in consecutive years.