

CHAD BODNER

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PROFESSIONAL SUMMARY

STRATEGIC EXECUTIVE DRIVING SALES EXCELLENCE AND PROFITABILITY IN THE INSURANCE SECTOR

Proven business development executive with 20+ years' experience in insurance leadership, specializing in driving profitability and exceeding targets in group benefits.

Recognized for transforming underperforming divisions and leading high-impact sales teams. Certified in data-driven sales management with extensive expertise in data-driven strategies, talent development, and market agility.

CORE COMPETENCIES

STRATEGIC GROWTH: Develop and execute data-driven strategies that consistently yield record-breaking profitable growth, including achieving industry-leading asset growth across multiple organizations.

TEAM DEVELOPMENT: Build and mentor high-performance teams throughout my career. Develop coaching programs that consistently propel sales associates to top-tier industry performance levels.

MARKET AGILITY: Successfully navigate rapidly changing market conditions, demonstrating adaptability, strategic foresight, and a focus on sustained growth in complex environments.

- STRATEGIC PLANNING & VISION
- DATA-DRIVEN DECISION MAKING
- P&L OPTIMIZATION
- SALES LEADERSHIP & OPTIMIZATION
- MARKET ANALYSIS & EXPANSION
- PRODUCT INNOVATION

EMPLOYMENT HISTORY

PROSPERITY LIFE GROUP, NEW YORK, NY

AVP, NATIONAL DIRECTOR OF WORKSITE & SUPPLEMENTAL SALES (APRIL 2022 - CURRENT)

Spearheaded the strategic development and launch of the Group Benefits Division for Prosperity Life Group, an Elliot Management company, utilizing my industry knowledge and data-driven insights to optimize forecasting and budgeting. Through this approach we exceeded initial growth projections and established a foundation for sustainable profitability.

Built and led a high-performance sales team from the ground up, leveraging proven recruitment strategies, targeted onboarding, and ongoing individual development plans tailored to maximize sales effectiveness and efficiency.

Collaborated with C-Suite leadership to design and execute a comprehensive business plan encompassing product development, underwriting, distribution, and service models. This plan was informed by market analysis and predictive analytics for optimal outcomes.

Successfully recruited and mentored top-tier sales talent and fostering a culture of innovation and collaboration.

ALLSTATE BENEFITS, JACKSONVILLE, FL

AVP, DIRECTOR OF SALES - WESTERN REGION (DECEMBER 2020 – APRIL 2022)

Within one year, revitalized the Western Region from lowest to highest producing territory.

Implemented a revised strategic plan, optimizing P&L and driving profitable sales growth.

Collaborated with senior leadership on a new value proposition and comprehensive business strategy with company-wide impact.

Led, mentored, and developed a team of 20 Sales Reps across the Western U.S., including four of the company's top five Premium, New Producer, and New Case Leaders.

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EMPLOYMENT HISTORY (CONTINUED)

NATIONAL GENERAL, NEW YORK, NY

VP, NATIONAL DIRECTOR OF WORKSITE & SUPPLEMENTAL SALES (May 2020 - December 2020)

Built the Group Benefits Division from ground level, developing the foundational business plan, market entry strategy, and sales approach to drive success.

Collaborated with senior leadership to design and implement a comprehensive product suite, underwriting, distribution channels, and service model for the Worksite and Voluntary benefits sector.

Played a key role in the seamless merger of National General and Allstate, streamlining sales processes, aligning strategies, to maximize profitability during the transition.

ASSURITY LIFE, LINCOLN, NE

VP, NATIONAL DIRECTOR OF WORKSITE & SUPPLEMENTAL SALES (January 2011 to April 2020)

Recognized as an Industry Growth Leader for 3 consecutive years (2018-2020). Growth achieved through the development, ongoing refinement, and execution of a data-driven sales model, and targeted market expansion.

Transformed the division from annual losses exceeding \$10 million to becoming the company's primary profit center. This turnaround involved comprehensive P&L analysis, data-informed forecasting, and strategic scaling of sales resources.

Led, mentored, and developed a team of 22 high-achieving sales associates, individually producing at levels 2.5x the industry average. This success was fueled by individual development plans and focused training programs.

Collaborated annually with cross-functional leadership to refine our value proposition and strategic plan focused on sustained, profitable sales growth.

Successfully navigated the company through rapidly changing market conditions, demonstrating strategic agility and adaptability.

Hosted the company's top distributors at exclusive annual Leader's Conference trips to international destinations, fostering key relationships and driving continued sales excellence.

SILVERSTONE GROUP/HUB INTERNATIONAL, OMAHA, NE

NATIONAL DIRECTOR OF WORKSITE MARKETING (February 2004 to December 2010)

Developed and executed strategic marketing plans that consistently drove 38% year-over-year average revenue growth, expanding market share and acquiring 220 new clients.

Established a new voluntary benefits division which included P&L management and strategic business development.

Oversaw all aspects of agency management for the Division, including client acquisition, strategic consulting, benefits package design, and carrier negotiations.

Analyzed market trends to identify growth opportunities, tailor benefits packages to client needs, and enhanced benefit offerings for increased profitability.

EDUCATION

CREIGHTON UNIVERSITY

Bachelor's Degree