

# GEOFFREY CONRAD, MBA, XCT

Mobile, AL | (251) 751-6971 | [geoffrey.conrad@gmail.com](mailto:geoffrey.conrad@gmail.com)

Conrad Training Website/Blog: [www.conradtraining.com](http://www.conradtraining.com) | LinkedIn: [linkedin.com/in/geoffreyconrad](https://www.linkedin.com/in/geoffreyconrad)

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## EXECUTIVE PROFILE

Claims operations and catastrophe leadership executive with 20+ years of experience improving claim performance, scaling catastrophe readiness, and delivering measurable business outcomes across national deployments.

Built and led large-scale adjuster pipelines, qualifying over 25,000 adjusters, improving claim quality, reducing cycle time, and strengthening audit performance and customer experience in high-volume environments.

Delivers operational improvements by reducing indemnity leakage, increasing consistency, and aligning field and desk performance with carrier expectations.

Trusted partner to carrier leadership, translating strategy into execution and delivering consistent results in complex catastrophe operations.

Hands-on catastrophe experience across every major event since 2005, working alongside field adjusters and leading desk operations of 300+ adjusters, driving estimate accuracy, execution, and performance.

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## CORE CAPABILITIES

### Operations & Performance

- Claims Operations Leadership
- Catastrophe (CAT) Response Strategy
- Indemnity Control and Leakage Awareness
- Cycle Time Reduction

### Leadership & Execution

- Carrier Alignment and Engagement
- Cross-Functional Leadership
- Workforce Strategy and Surge Staffing

### Analytics & Compliance

- Claim Quality and Audit Performance
  - Regulatory Compliance
  - Data-Driven Performance Improvement
  - Customer Experience (CX) Optimization
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## PROFESSIONAL EXPERIENCE

### **Crawford & Company Catastrophe Services – Director of Training – Property, Auto, Liability and Flood** Dec 2020 – Jul 2025

Led national strategy for adjuster readiness and claim performance, increasing deployment capacity and improving execution consistency across large-scale catastrophe operations

- Built and scaled a national adjuster pipeline, qualifying 10,572 adjusters, significantly increasing carrier deployment capacity and operational readiness
- Developed and launched Crawford Vision, a scalable learning platform with 176 training videos, 800+ hours of content, and 4,000+ subscribers, driving adoption and institutionalizing performance standards
- Drove improvements in claim quality, compliance, and customer experience by aligning training with carrier expectations and field execution standards
- Strengthened audit performance and file consistency across multiple programs through standardized training and operational alignment
- Enhanced deployment readiness and adjuster effectiveness in high-volume CAT environments by aligning workforce strategy with operational demands
- Aligned field and desk teams to streamline execution, driving a 10–20% reduction in cycle time
- Drove a 10–15% improvement in customer satisfaction by reinforcing communication standards and setting clear expectations throughout the claims process
- Reduced reinspection rates and indemnity leakage exposure by improving estimate accuracy and reinforcing alignment with carrier guidelines

## **CNC Catastrophe & National Claims – Manager, Training and Development**

May 2020 – Dec 2020

Supported catastrophe operations during a record hurricane season (Laura, Sally, Delta, Zeta)

- Prepared adjusters for rapid deployment, improving file accuracy, compliance, and customer interaction quality under compressed timelines
  - Partnered with operations leadership to ensure consistency in claim execution during peak CAT volume
  - Delivered targeted coaching that improved adjuster efficiency and claim handling effectiveness in active deployments
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## **Pilot Catastrophe Services / Allstate – Corporate Trainer and Instructor**

Sept 2005 – May 2020

Elevated adjuster performance, onboarding effectiveness, and system adoption across national catastrophe operations

- Delivered training and certification to 1,000+ adjusters annually, improving readiness across large-scale CAT operations
  - Contributed to improved file quality and reduced rework by reinforcing consistent estimating and documentation practices across deployments
  - Served as liaison between field operations, carrier leadership, and executive teams, aligning training with operational and performance expectations
  - Selected as one of four trainers nationwide to support rollout of Allstate's Next Gen claims platform
  - Led initiatives that improved adjuster productivity, workflow efficiency, and customer experience outcomes
  - Supported integration of new technologies, including EagleView, improving estimating accuracy and field execution
  - Developed onboarding programs that accelerated adjuster time-to-productivity
  - Handled high-volume catastrophe claims following Hurricane Katrina, balancing compliance, empathy, and efficiency in a rapidly evolving environment
  - Investigated and resolved complex property claims while maintaining strong customer satisfaction
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## **LEADERSHIP EXPERIENCE**

### **Mobile Claims Association (MCA) – President**

May 2022 – Nov 2024

Elected to two terms and led a full organizational turnaround, driving membership growth and long-term sustainability

- Led organizational turnaround, growing membership from 12 to 80+ active members (500% growth)
  - Transformed the association from a stagnant group into an active, engaged network of claims professionals
  - Repositioned the association through re-branding, digital presence, and strategic partnerships
  - Increased sponsorship engagement and funding, expanding resources and industry reach
  - Organized large-scale industry events, strengthening professional development and regional influence
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## **EDUCATION**

**Master of Business Administration (MBA)** - Walden University

**Bachelor of Science, Business Administration (Management)** - University of Southern Mississippi

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## **CERTIFICATIONS AND CREDENTIALS**

- Xactimate Certified Trainer (XCT)
- Xactimate Level 3 Mastery Certification (4x)
- Pilot-Allstate Certified Trainer
- Next Gen Claims Platform Trainer
- XactContents Trainer
- Supplement (Payment Tracker) Trainer
- Published in Claims Journal; cited as an industry expert
- Developed 10+ CE-approved courses
- Delivered 8 industry conference sessions on claims, estimating and customer experience
- Founded Conrad Training website and industry blog