

GEOFFREY CONRAD, MBA, XCT

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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 more than 25,000 adjusters while improving claim quality, reducing cycle time, strengthening audit performance, and enhancing customer experience across national catastrophe operations.

Operational leader known for reducing indemnity leakage, increasing execution consistency, and aligning field and desk performance with carrier expectations across complex catastrophe operations.

Trusted partner to carrier leadership, translating operational strategy into scalable execution while driving measurable improvements in estimate accuracy, compliance, deployment readiness, and customer satisfaction.

Hands-on catastrophe experience across every major event since 2005, working alongside field adjusters and leading desk operations of 300+ adjusters in fast-paced, high-volume claim environments.

Recognized industry thought leader with published articles, conference speaking experience, and expertise in claims operations modernization, catastrophe readiness, and customer experience strategy.

CORE CAPABILITIES

Operations & Performance

- Claims Operations Leadership
- Catastrophe (CAT) Response Strategy
- Claim Cost Containment
- Cycle Time Reduction
- Operational Performance Improvement
- Deployment Readiness & Execution

Leadership & Execution

- Carrier Alignment and Engagement
- Cross-Functional Leadership
- Strategic Claims Leadership
- Team Development & Coaching
- Workforce Strategy & Surge Staffing
- Change Management & Alignment

Analytics, CX & Technology

- Claim Quality and Audit Performance
- Regulatory Compliance
- Customer Experience (CX) Optimization
- Claims Technology & Workflow Strategy
- Data-Driven Performance Improvement
- Digital Claims Transformation

PROFESSIONAL EXPERIENCE

One Stop Adjuster (OSA) – Director of Property Claims Strategy

May 2026 – Present

- Advises on property claims workflows, catastrophe operations, and adjuster usability strategies to align platform functionality with real-world field execution
- Supports strategic industry engagement and relationship development across carriers, IA firms, and claims professionals
- Provides operational insight into estimating workflows, field documentation, customer experience, and catastrophe response processes
- Leads training strategy and user adoption initiatives for flood and property claims technology solutions
- Collaborates on product positioning and workflow enhancements designed to improve efficiency, accuracy, and claims handling consistency
- Represents the platform at industry events, conferences, social media, and professional association meetings
- Contributes industry expertise to the development of claims documentation standards, estimating workflows, and catastrophe response functionality
- Promotes best practices in claims handling, field documentation, and customer experience across the property claims industry

Conrad Insurance Education LLC – Owner / Lead Instructor

Jul 2025 – Present

- Founded and developed an independent insurance education and consulting company focused on catastrophe claims operations and adjuster performance
- Designed and delivered virtual Xactimate and property claims training programs for adjusters, carriers, and IA professionals
- Built and managed a growing industry platform featuring educational content, claims resources, and operational insights
- Published industry articles and thought leadership content generating more than 10,000 website visits and significant LinkedIn engagement
- Consulted on claims technology workflows, operational strategy, and field execution processes within the property claims industry

Crawford & Company Catastrophe Services – Director of Claims Training & Performance – Property, Auto, Liability and Flood

Dec 2020 – Jul 2025

- Built and scaled a national adjuster pipeline, qualifying 10,572 adjusters and 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
- Drove improvements in claim quality, compliance, and customer experience by aligning training with carrier expectations and field execution standards
- 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

- Prepared adjusters for rapid deployment during Hurricanes Laura, Sally, Delta, and Zeta, improving file accuracy, compliance, and customer interaction quality
- Partnered with operations leadership to ensure consistency in claim execution during peak catastrophe volume
- Delivered targeted coaching that improved adjuster efficiency and claim handling effectiveness in active deployments

Pilot Catastrophe Services / Allstate – Corporate Trainer and Instructor

Sept 2005 – May 2020

- Delivered training and certification to 1,000+ adjusters annually, improving readiness across large-scale catastrophe operations
- Selected as one of four trainers nationwide to support rollout of Allstate's Next Gen claims platform
- Served as liaison between field operations, carrier leadership, and executive teams, aligning training with operational and performance expectations
- Supported integration of new technologies, including EagleView, improving estimating accuracy and field execution
- Handled high-volume catastrophe claims following Hurricane Katrina, balancing compliance, empathy, and efficiency in rapidly evolving claim environments

LEADERSHIP EXPERIENCE

Mobile Claims Association (MCA) – President

May 2022 – Nov 2024

- Led organizational turnaround, growing membership from 12 to 80+ active members (500% growth)
- Transformed the association into an active and engaged professional network through strategic rebranding and digital expansion
- Increased sponsorship engagement and funding, expanding organizational resources and regional industry reach
- Organized large-scale industry events focused on professional development, networking, and continuing education

EDUCATION

Master of Business Administration (MBA) – Walden University

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

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
- Flood Certified Adjuster Number (FCN) 70014060 (Dwelling, Mobile Home, & Commercial)
- 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
- Video and Training Content Creation (Canva, Loom, Camtasia, Uscreen)
- Learning Management Systems (LMS) Administration