

James Allan Hall

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SUMMARY

Data Analyst with a background in business development, international finance and insurance, and music with a track record of successfully leveraging emerging technologies and social platforms. Versatile team player possessing strong creative and analytic skills. Hands-on leader and motivator, diligent planner, and problem solver. Accustomed to a fast pace and handling multiple projects taking a Data-driven entrepreneurial approach to scaling processes.

AREAS OF EXPERTISE

Data Science: including Natural Language Processing, Machine Learning, Neural Networks, Python, providing teams with ad-hoc analysis, reports and dashboards reflecting the state and quality of data, leveraging best statistical practices, intuitive data visualization and clear communication of insights.

Product Management: including original wireframe development for a startup, cross-functional stakeholder communication and management, Agile methodology, customer sentiment analysis and outreach, scrum methodology, work with business stakeholders and customers to define operational solutions to problems, and guide these solutions through to production.

Business Development: including creative strategy-development and execution, website-development, outreach and communications, structuring strategic partnerships, identifying new market opportunities and evaluating growth potential, risk/opportunity analysis, developing new channel campaign strategy, and building and nurturing relationships through customized networking events.

Leadership: including serving as industry association (NCEBC) president for 3 terms, launching and growing west coast office, hosting networking events, managing artists and recording sessions, co-founding and leading product development of mobile application startup, chairing fundraising events.

Marketing: including social media Enterprise lead generation, outreach and communications, develop and execute marketing strategies across paid and organic channels, manage analytics implementation and analysis for web, marketing and sales efforts with an emphasis on marketing attribution, purchase behavior and UX.

EXPERIENCE

WARP PHOTO | Co-Founder and COO

San Francisco, CA
2017 - Present

Top-rated iOS app leveraging AI technology to swap out backgrounds and create stickers

- To go from concept to MVP, designed original wireframes for startup with co-founders. **Result:** brought product to market in 3 months - [preview the app](#)
- To increase brand awareness, Launched at Forbes 30 Under 30 Conference; grew the app via conferences, social media, paid acquisition **Result:** increased user adoption 20% MoM
- To improve app store ranking, initiated social media campaigns to grow reviews and backlinks. **Result:** grew to top-rated mobile app for photography in-app store
- Created and managed project plans, coordinated efforts between teams of designers & developers
Winding down - too much competition from new sticker apps; tech co-founder is returning to Microsoft

NORTHERN CALIFORNIA EMPLOYEE BENEFITS COUNCIL | President

San Francisco, CA
2016 - Present

Insurance, Insurtech, Fintech, Benefits Professional Association

- To attract top talent, organized 30+ monthly events; built relationships and negotiated event sponsorships with SaaS companies **Result:** Doubled our strategic partnerships and increased sponsorship 50%
- To increase membership, built creative marketing campaigns, social media and email strategy. **Result:** grew outreach by 300%, membership by 50%.

LLOYD'S OF LONDON | Strategic Account Executive, Team Lead**London | Indianapolis | San Francisco**

Stop loss provider - assumes risk of catastrophic claims exceeding healthcare fund threshold

2009 - 2017

- To differentiate our brand, worked with regulators and lawmakers to reinsure state exchanges.
Result: offered unique solutions that won \$5 M in new business
- To diversify our business model, developed and brought to market 3 new international products.
Result: extended our reach down market and created cross-selling opportunities
- To expand market reach, opened SF office and led sales team for the Lloyd's coverholder "J. Allan Hall & Associates".
Result: Tripled annual premiums from \$8.4M to \$25M
- To optimize pricing and underwriting techniques, performed risk analysis and underwriting on large datasets using Python, SQL, Excel, and Tableau to present insights.
Result: improved underwriting profit 10%
- Promoted from intern in London office; worked in Indianapolis (home city) as Managing General Underwriter (MGU)

*Acquired by Xchange Benefits***OWL STUDIOS | Co-Founder, A&R****Indianapolis, IN**

Jazz record label

2005 - 2008

- To grow label quality, signed 22 artists, oversaw the recording of jazz albums, organized events.
Result: grew to top jazz label in region, kept 90% of recordings within budget
- To improve efficiency and reach, managed revenue operations, financial reporting, and go-to-market plan; structured distribution deals
Result: developed unique revenue arrangement with artists to attract top talent, solidified online distribution through dozens of channels.

EDUCATION**INDIANA UNIVERSITY****May 2007**

B.A., Double Major: Chemistry and Music

Licensed in A&H, P&C, Surplus Lines

Activities: Men's Crew; piano in jazz and funk bands, won the battle of the bands, released 2 albums, toured the US

CREDENTIALS

- **NAIC** - Licensed in Accident and Health, Property and Casualty, Surplus Lines
- **GENERAL ASSEMBLY** - Data Science Immersive certificate
- **WHARTON SCHOOL OF UNIVERSITY OF PENNSYLVANIA** - Business Analytics certificate
- **GOLDEN GATE UNIVERSITY** - Graduate level related coursework

INTERESTS & ACHIEVEMENTS

- [Guardsmen](#) - Campership Chair - organize events to help raise \$2M+ annually for at-risk youth
- [Farm from a Box](#) - Advisor on agtech startup featured in NYT, FastCompany
- Spent 1.5 years after college traveling the world, worked in orphanages / taught English in Kenya, India, Thailand
- Interests: skiing, sailing, cooking via sous-vide, playing with my Australian Shepherd "Indy"