

PAM DEININGER
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PROCESS MANAGER

Energetic and successful product development professional with expertise in financial services including sales development, sales team leadership and project management. Adept to communicating key data to individuals from varied backgrounds levels. Able to manage deadline driven projects, resolve issues and build lasting partnerships with community organizations. Key skills include:

- Process Management
- Training and Facilitation
- Avaya Telecom Systems
- Project Management
- SalesForce.com
- NICE Universe

ALL RISKS, LTD, Richmond, VA

May 2019-Present

Underwriting Manager

Coached a team of Personal Lines Underwriters on proactive, outbound sales calling. Leveraging historical sales data and current market opportunities, created call campaigns focused on corporate strategy and profitability.

GENWORTH FINANCIAL, Richmond, VA

2012- May 2019

Product Development Manager, (2018-Present)

Managed data tracking and reporting for Long Term Care (Individual and Group), Life Insurance and Annuities including filing and state approval status, forms updates as well as industry specific requirements.

- Selected as the technical resource expert, collaborating with Product Managers and filing teams to build, maintain and communicate product details across the organization.
- Analyzed and aggregated product specifics, including attributes and state specific requirements, into SharePoint site for one-stop access by various Genworth teams.
- Supported Product team in partnering with Project Managers and Ops/IT resources to translate product specifications into business requirements needed for system implementation.

Account Consultant, (2016- 2018)

Oversaw successful implementation of Group Long Term Care large accounts including broker and client set up, migrations, enrollment meetings, and overall participation.

- Built and deepen relationships with both group long term care insurance clients and brokers.
- Facilitated re-enrollment programs to increase participation for existing accounts.
- Transitioned existing groups to new product platform.
- Conducted campaign analysis and provide metrics reporting to both internal and external customers.

Sales Learning & Development Coach, (2014- 2015)

Analyzed, developed and delivered sales and product training curriculum for internal and external customers using various media.

- Collaborated with sales leadership, subject matter experts and sales associates to identify developmental opportunities, establish objectives and deliver learning solutions.
- Leveraged adult learning methodologies including ADDIE to develop, implement and facilitate ongoing FINRA-required product training.
- Created training modules using Microsoft PowerPoint and Articulate Storyline as delivery mechanisms along with GoTo Meetings and GoTo Webinars.

Internal Wholesaler, (2012-2014)

Partnered with external sales associates to successfully exceed fixed annuity sales by over 100%

- Cultivated relationships with investment representatives from banks and independent broker dealers, driving year over year sales.
- Managed client data base of 500+ producing brokers and financial planners while developing new relationships.

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SNAGAJOB, RICHMOND, VA**2011****Manager, Franchise Small to Medium Businesses (FSMB) Sales Team**

Implemented corporate strategy by creating and managing sales processes toward goals with a team of 18 Account Executives

- Onboarded 18 young professionals with minimal sales experience, facilitating their growth in a telemarketing environment.
- Reviewed sales performance and process with ongoing training based on a team and individual.
- Created reporting system to effectively monitor performance and providing a feedback structure.

GENWORTH FINANCIAL, RICHMOND, VA**2006- 2011****Internal Sales Team Leader**

Effectively communicated corporate strategy and created measurements as well as feedback and training structures for continued team and individual development

- Provided ongoing feedback and measurements driving increased annuity production of 150% year over year
- Coached on sales process and call quality resulting in improved overall call quality scores including by 20%
- Collaborated with sales leaders to develop a measurement system aligning productivity with requirements for external sales partners in addition to sales production resulting in year over year increase in cases and appointments by 200%
- Coordinated cross-functional teams to implement curriculum, structure and measurement system for Internal Wholesaling Intern project

EDUCATION

University of Richmond
Human Resources Management

CERTIFICATIONS

Six Sigma, Green Belt Certification
Myers Briggs Type Indicator Facilitation Certification

LICENSES

Virginia Life & Health
Virginia Property & Casualty

TRAINING

Sequoia Sales Training
Fusion: Ready, Set, GO and Presenting with Impact
Genworth Financial Building Essential Leadership Course & Leadership Academy

COMMUNITY RELATIONS

Project: HOMES Liaison
Genworth Cause Council Leader: Animal Welfare
AMP! Mentoring Program
Genworth Foundation Board Member
Junior Achievement – JA in a Day