

Jeff Burnside	
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career summary

Marketing management professional with 20+ years experience in operations, marketing, sales, and sales training. Success demonstrated by repeated promotions. Managed independent contractor district managers in Tennessee and Arkansas, supervised 10 employees in Colorado. Highly effective at developing strategic plans that drive sales beyond established goals. Strong leadership, communication, and team building skills.

Qualifications

-experience encompassing-

• Operations Management	• Sales Management	• Training / Facilitation
• Personnel Management	• Marketing	• Financial Management
• Territory Development	• Strategic Planning	• P & L Responsibilities

Career Highlights

- Designed and facilitated national training curriculum (University of Farmers) for new career agents with focus on business plans and marketing systems.
Results: Companywide, achieved 16% improvement in career agent life results, 12 month career validation results increased 18%, received 4.55 quality rating (on a scale of 5.0) as facilitator from career agents graduating from the University.
- Created and executed service level agreements for Marketing Operations department (5 state territory) that handled licensing administration and technology training of the agency force.
Results: Met 85% of service level agreements, ranked #3 in company. Ranked #1 service center in technology usage by agency force. 20% of employees received developmental promotions. Responsible for 2.2 million dollar budget – under budget every year.
- Recruited, trained and managed 10 independent contractor district managers who were responsible for agency development, production and profitability quotas.
Results: During 7 year term, increased agency force 75 agents and grew by 139,000 policies. Received bonuses for agency development, production and profitability 6 of 7 years. Collaborated with Underwriting and Claims to develop profitability programs for the agency force.

Professional Experience

FARMERS INSURANCE GROUP

Marketing manager	2006 – present
Facilitator – University of Farmers 2004 – 2005	
marketing operations manager 2001 – 2004	
division marketing manager 1995 – 2001	
division agency manager 1988 – 2005	
agency network representative 1986 – 1988	
sales administration manager 1985 – 1986	
sales trainee 1984 – 1985	

auto underwriter

1983 – 1984

Education/Training

University of Dayton
Bachelor of Science in Marketing
American Management Training Council