

JUDIE L. VICTOR

San Diego, California ■ 858-692-5783 ■ JudieVictor@yahoo.com

EDUCATION

San Diego State University
MBA, Business Management

San Diego, CA

California Polytechnic, San Luis Obispo
Business Marketing, English Minor

San Luis Obispo, CA

California Accident and Health Agent, Fire and Casualty Broker-Agent, Life-Only Agent
License # OD64606

PROFESSIONAL EXPERIENCE

GMAC INSURANCE

Southern California

Senior Territory Sales Manager

December 2004 – February 2012

- Provided sales and marketing support for personal and commercial insurance agents in Southern California.
- Expanded territory from 52 to over 450 agents.
- Managed agency relationships by educating agents on new company initiatives, products, underwriting, technology and services.
- Increased sales growth consistently over a seven year period resulting in a 579% policy increase.
- Results-oriented with the ability to develop strategies and business plans related to growth, profitability, and retention to achieve organizational goals. Excellent follow up, coaching, and feedback to meet these goals.
- Created and maintain agency prospecting plan to locate and appoint qualified new agents within the territory.
- Monitored and relayed market trends through competitive market intelligence and rate review analysis.
- Only Field Representative to win Commercial Vehicle Top Producer Award three months in a row.
- Strong verbal, written and presentation skills.
- Ability to work independently and remotely to achieve results.
- Relationship building through community networking including local Agent's Alliance and National Association of Insurance Women.

UNITED HEALTHCARE/SECUREHORIZONS

San Diego, CA

Senior Sales Representative

June 1993 – December 2004

- Achieved over 123% of sales goal over a 10 year period, earning recognition as top producer.
- Conducted product presentations to audiences of 10-200 people.
- Trained and mentored employees which helped to increase sales by approximately 10%.
- Educated doctors, office staff, hospitals, and pharmacies on benefits, plan formulary, and legislation impacting their patients, thereby reducing patient problems by approximately 50%.
- Designated top telemarketer by achieving 41% more calls per month than the average representative, while also securing an above-average number of appointments and sales.
- Generated over 60% of leads by developing a referral system through affiliations with physician groups and community resources.

UNITED HEALTHCARE/SECUREHORIZONS

San Diego, CA

Acting Manager

October 2003 – November 2004

- Managed a team of seven sales representatives to achieve over 110% of goal.
- Developed and executed territory business plan that increased production and market share.
- Coached and mentored, as well as set up a corrective action plan as needed to increase sales and customer satisfaction.
- Developed agenda and led staff meetings.

UNITED HEALTHCARE/SECUREHORIZONS

San Diego, CA

Sales Analyst

January 1992-June 1993

- Analyzed sales history and regional trends used for performance planning, forecasting, and budget allocation.
- Generated a computer database tracking system to manage lead sources.
- Coordinated special events and business meetings that included working within a specified budget for catering arrangements, invitations, and designing of agenda.

SALES TRAINING

- Counselor Salesperson Training, Face to Face Selling, Power Presenting, Advanced Telemarketing.

SALES AWARDS

- 2010 Commercial Vehicle Top Producer Award (Western Region.)
- Champions Club, Leadership Circle Winner (top 10% of sales representatives.)

SKILLS

- Solid computer skills including CRM.
- Highly motivated self-starter.
- Ability to work successfully in a continuously changing environment.

ASSOCIATIONS

- International Association of San Diego Insurance Professionals, San Diego Insurance Women
- American Agent's Alliance