

# Bryan D. Falchuk

## Proven manager with expertise in distribution, growth strategy and project management

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Distribution and growth strategy expert with 10 years of deep experience in Property & Casualty insurance, and a proven track record of delivering and managing growth, efficiency and customer service improvement and large-scale projects spanning varied geographies and customer segments across multiple Fortune 500 clients seeking a challenging operational role managing growth for a driven organization.

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### EXPERIENCE

2008-Present

#### **BEAZLEY INSURANCE COMPANY USA**

##### ***Manager of Private Enterprise Strategy & Distribution***

Boston, MA

Responsible for strategy, distribution and daily operations of U.S. small commercial specialty lines unit of London-based Beazley PLC, a \$2 BN global specialist insurer.

- Manage distribution and marketing team of five to grow flow of new business from wholesale and retail brokers; restructured team and implemented commission-based compensation model; implemented broker segmentation strategy to align resources with opportunity, cutting broker plant from 800 to 500, reducing travel and entertainment spend by 39% while driving up flow of new business by 40% YTD in 2009 despite being in a down market.
- Grew premium by 70% in 2008 by moving from casual marketing to brokers to a professional, structured approach with goal setting and management backed by new suit of management information I developed.
- Reduced operating expenses by 9.9% for 2009 YTD by realigning underwriting staff, redesigning underwriting process flow and utilization of support staff.
- Serve as business program manager for Beazley's largest IT project to develop new US underwriting and production system; managing across business units and interfacing with IT team on a daily basis; 12 months in, we have delivered more functionality than in previous five years of effort; projected ROI of 45%.

2005-2008

#### **MCKINSEY & COMPANY**

##### ***Associate*** (July 2006-January 2008), ***Summer Associate*** (Summer 2005)

Boston, MA

Consultant for leading management consulting firm; primarily engaged in strategy and insurance practices; focused on distribution, growth, organization redesign, post-merger integration and market entry engagements.

- Served as interim Chief of Staff of \$1 BN regional U.S. insurer to manage integration into new parent company after being acquired; assisted with transition to new operating model across personal and commercial lines of business, claims and distribution; interfaced daily with president and client integration team while reporting back to new parent company.
- Redesigned claims operations for \$8 BN+ independently-distributed U.S. commercial, personal and specialty lines unit of Fortune 100 insurer; reduced operating costs by 15.4%, saving over \$20.3 MM annually and increasing service levels; worked closely with chief claims officer and her direct reports.
- Developed personal auto insurance growth strategy for domestic insurance business of multi-national personal lines insurer; identified over \$1 BN in growth opportunities and execution strategy; presented to business president and senior executive team; initial pilot in CA successful, to be rolled-out nationwide.
- Identified growth opportunities for \$5 BN global specialty insurance unit of Fortune 100 insurer; developed comprehensive view of global engineering/construction, energy, surety, credit and specialty property markets where none had existed before; presented findings representing 25%+ growth to unit CEO.
- Developed strategy for Massachusetts to maintain leading position in and grow its life sciences sector as part of a *pro bono* effort by McKinsey to help the state define its future economy; identified need for enhanced education platform to develop technician talent; designed governance and indemnification structure to facilitate collaboration between the state's world-class medical institutions to best use its global competitive advantage as an unrivaled cluster of top life science institutions; developed economic model for small business incubation and attraction of large life science companies to inform tax policy decisions.
- Crafted global growth strategy for personal grooming and oral care product lines of major consumer packaged goods company in post-merger environment; developed international product launch model; performed brand equity analysis; presented recommendations to global business manager.

2000-2004

#### **LIBERTY MUTUAL**

Boston, MA

##### ***Senior Business Analyst & Leader of Special Projects, Personal Marketing*** (2002-2004)

Head of special projects within distribution unit of \$6 BN U.S. personal lines business for Liberty Mutual with responsibility to manage cross-functional teams to deliver expected results on time and on budget with focus on customer satisfaction and retention, strategic partnerships, product development and cross-functional initiatives.

- Created customer retention program (libertymutualrewards.com) featuring discounts on auto and home safety and maintenance products; contracted vendor to build system; negotiated discount offerings from Fortune 1,000 partners; crafted marketing program; grew membership to 30K within 10 months.

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- Implemented and managed customer satisfaction survey and improvement program with responsibility over all major operating units within personal insurance business; increased internal satisfaction survey scores from 8.4 to 8.7 out of 10; recognized with Bravo Award for achieving exemplary results.
- Evaluated key business development and joint venture opportunities, modeled financial implications, and recommended actions to senior management.

## **Senior Associate Consultant, Corporate Strategy & Research Internal Consulting Group (2000-2002)**

Consultant in Liberty Mutual's internal strategy consulting group working across all business units and geographies. Hired after successful summer internship into Associate Consultant role in 2000. Promoted to Senior Associate Consultant in 2002.

- Restructured internal loss prevention unit after sudden business contraction; identified profitable business opportunities; reorganized unit to include lower-cost field staff returning unit to profitability.
- Engineered growth plan for two recently acquired Asian subsidiaries to increase market position to top quartile from bottom 40% while enhancing profitability.
- Advised group insurance business on whether to enter new product line or wait to see how market develops; evaluated developing new product area, potential market size and share Liberty could capture; advised unit to follow a white label approach to reduce risk while allowing Liberty to capture opportunistic business and cross-selling opportunities; market never truly materialized saving Liberty considerable investment in full in-house capabilities.
- Redesigned service delivery model for domestic personal lines business to better utilize staff across 400 local offices and two call centers; created new staffing and virtual service delivery models; increased availability, reduced average hold times, increasing customer satisfaction and renewal retention by two percentage points.
- Designed eCommerce roadmap for large commercial and domestic personal insurance business units.

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## EDUCATION

2004-2006	<b>TUCK SCHOOL OF BUSINESS AT DARTMOUTH</b> Master of Business Administration degree, Edward Tuck Scholar, Leadership Fellow; Technology Chair – Consulting Club, Co-Founder – Automotive Club. GPA 3.7.	Hanover, NH
1997-2000	<b>BOWDOIN COLLEGE</b> A.B. in Economics, <i>Magna Cum Laude</i> , <i>Phi Beta Kappa</i> , Sarah & James Bowdoin Scholar, Dean's List, Abraxis Award, Freeman Fellow. Chairman – Chinese Language Table. Graduated in 3 years. GPA 3.83.	Brunswick, ME

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## MEDIA & PUBLICATIONS

- Video
  - *BestDay – Conversations*, A.M. Best Company, June 29, 2009 (video available at [www.falchuk.com/bryan/media/ambest](http://www.falchuk.com/bryan/media/ambest))
- Print
  - *Closing Quote: Bryan Falchuk – Trying Times Make Some 'Luxuries' Essential*, Insurance Journal, October 19, 2009 (PDF reprint available at [www.falchuk.com/bryan/media/102009IJ.pdf](http://www.falchuk.com/bryan/media/102009IJ.pdf))
  - *Beazley Insight – Don't Buy Into a False Economy*, Beazley USA Services, Inc., October, 2009 (PDF available at [www.falchuk.com/bryan/media/102009BeazleyInsight.pdf](http://www.falchuk.com/bryan/media/102009BeazleyInsight.pdf))

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## PERSONAL

- Founder & President, B5one (2,000+ member VW/Audi enthusiast club – [b5one.com](http://b5one.com))
- Founded and ran web development business profitably for 10 years while developing skill set in HTML and Adobe Photoshop
- Conversant in Mandarin Chinese and Spanish