

JASON VROOMMAN

PRODUCT MARKETING ANALYST

CONTACT

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PROFILE

Benefits professional with 20+ years of experience working in all aspects of the California Small and Large group marketplace. Skilled in managing benefit technology and quoting systems, product training and market analysis. Excellent verbal and written communication and have the technical knowledge to serve as a translator between system developers/coders and the end users.

SKILLS

- BENEFITS TECHNOLOGY
- QUOTE SYSTEMS
- PRODUCT TRAINING
- PRODUCT DEVELOPMENT
- PORTFOLIO MANAGEMENT
- SALES & MARKET ANALYSIS

EXPERIENCE

LISI, Inc.

2007-2014, 2015-Current

Product Marketing Analyst (2013-Current); Product Specialists (2007-2013)

- Create and deliver training on carrier portfolios, quoting systems, and vendor platforms.
- Manage development and utilization of quoting systems.
- Provide market insight and competitor analysis for various initiatives including mobile applications, sales tool development, and systems vendor vetting.
- Prepare customized market analysis on new and updated products, sales territories and market segments.
- Maintain portfolio of 40+ carriers including documentation and information distribution to staff and clients.
- Portfolio design including needs and competitor analysis, carrier vetting, and product design.
- Developed and designed best-selling ancillary product for company for last 8 years.

OTHER

Education

College of San Mateo

Undergraduate course work in Accounting, Business Management, Database Design & Implementation

Certifications

NAHU PPACA Certification
NAHU Benefits Technology Certification
NAHU Self-Funding Certification

Interests

Boy Scouts of America – Eagle Scout, Adult Volunteer with the Boy Scouts of America, Competitive eSports Group Manager and Team Leader, Harley Owners Group Member

Covered California

2014-2015

Associate Governmental Program Analyst (AGPA)

- Created and delivered training on quote and enrollment systems.
- Built portfolio of reference materials needed for effective operations.

Scarborough Insurance Agency

1995-2007

Broker Sales Consultant

- Managed \$8M agency book of business achieving a 93% retention rate.
- Provided concierge brokerage services including group rate marketing, plan implementation, pre and post-sale client packages and post-sale administration.
- Designed, implemented and maintained commission and customer relationship management database.
- Managed staff of account managers and administrative staff including hiring, scheduling, training, payroll and benefits.