**David B. Ellis, MBA, RHU, CBC**

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**Business Development Professional**

***Certified Benefits Consultant / Registered Health Underwriter***

Outcome-driven Business Development Executive with an MBA in Finance and 20 years’ success seizing new business, expanding market share, deepening relationships with existing clients. Accomplished business leader with expertise in insurance, benefits consulting, risk management andfinance. Well versed at capturing business opportunities with enterprises across diverse industries.

* Strategic negotiator. well versed at influencing people, driving ROI, and preserving long-term professional contacts with prominent leaders in insurance, risk management, government, healthcare fields.
* Former Financial Analyst for IBM, well versed negotiating and strategies with corporate decision makers.
* Integrity-driven elected public official with a solid understanding for regulatory affairs, government policies and operations on local, state and federal levels.

**Core Competencies**

Reducing Long Sales Cycles ~ Sales & Business Management ~ Underwriting ~ Presenting Complex Service Features ~ Inside / Outside Sales ~ New Business Development ~ Client Retention ~ Insurance Prospect Management ~ Cross Platform Marketing ~ Board Member Management ~ Risk Management

**PROFESSIONAL EXPERIENCE**

**Ellis Insurance Solutions, Mandeville, LA Jul 2018 to Present**

**President**

Orchestrated the ground up development of the business from a concept on paper to an executable offering for personal lines and employee benefits, including group and individual medical, ancillaries and worksite marketing.

* Successfully closed multiple accounts and built a solid pipeline of business, anticipate surpassing revenue goals; achieving over $3M in net growth.

**ARTHUR J. GALLAGHER & COMPANY, Covington, LA Jun 2016 to Jun 2018**

**Certified Benefits Consultant**

Generated new business development prospects across LA. Provided consultative guidance regarding employee benefit design and implementation for customers across diverse industries. Capitalized on product knowledge and established relationships with carriers to ensure the delivery of exceptional service to clients.

* Cultivated and preserved strategic partnerships with employee union groups, professional alliances, municipalities, and large group employers leading to multiple opportunities.
* Maximizedbusiness opportunities and consistently promoted service while striving to cultivate a trusted relationship and achieve 100% customer satisfaction.
* Worked collaboratively across a national enterprise, reviewed funding alternatives, developed RFPs and prepared plan designs analysis with consultants, account executives and administrative team members.

**BROWN & BROWN, Mandeville, LA 2011 to 2015**

**Producer / Strategic Account Manager**

Developed and implemented strategies to protect and expand market footprint, increase awareness, elevate the brand, deepen relationships with accounts and maximize profitability.

***Notable Achievements:***

* Ranked as the #1 Producer throughout tenure, developed and cultivated a powerful portfolio of accounts.
* Achieved a 96%+ renewal rate on client accounts; built and managed a book of business with 600+ accounts.
* Expanded product and service offerings to include P&C products that matched customers needs including malpractice, commercial liability, property, workers’ compensation and personal lines.
* Created entryway into a new market segment that propelled revenues. Experienced gaining trust and distilling value for a 36-month sales lifecycle.

**ROBERT ELLIS & ASSOCIATES, Mandeville, LA 2003 to 2011**

**Vice President / Producer**

Led daily operations including client cultivation, relationship management and account development. Oversaw all branding and marketing strategies and executions.

* Managed a client portfolio comprised of several hundred accounts, many of which were sold; achieved a 96% renewal rate on book of business.
* Leveraged financial background to drive efficiencies and cost savings for clients; served as a key resource and analyst, identifying opportunities to strengthen their compensation package offerings.
* Led continuous improvement initiatives to update budget and forecasting policies/procedures as well as assist in the development and integration of new data systems to help manage the business.
* Created and optimized spreadsheets that allowed for not only detailed plan comparisons but included a repository of information to run the sales business.
* Sold and managed multiple mid-market group health and ancillary accounts on both a commission and fee-for-service basis.

**IBM, Chicago, IL and New York, NY 1999 to 2003**

**Financial Analyst / Accounting Analyst**

Utilized modeling tools with assumptions, provided detailed analysis to key project executives and made recommendations to improve greater efficiency and effectiveness while tracking progress. Applied GAAP and provided financial analyst support in various monthly and quarterly company closings, Global Services division.

* Mitigated risks by closely monitoring controls and identifying best practices.
* Developed extensive financial models and expense reporting mechanisms to support strategic analysis of business units and subsequent tracking of actual performance against forecast.

**additional EXPERIENCE**

**CITY OF MANDEVILLE, Mandeville, LA Jun 2012 to Present**

**District One Council Member**

Elected public official for the City of Mandeville, LA. Cultivate and manage relationships; advocate for and negotiate change with local, state and federal officials and agencies. Generated new business development prospects across LA.

* Authored legislation to increase government transparency and accountability, enacting ordinances that better protects our constituents and border areas.
* Authorized capital improvement funding towards infrastructure projects and advocated with other elected officials for state and Causeway improvements.
* Voted for financial efficiencies and process improvements, enacting city property tax reductions.
* Staunch supporter for area businesses, development and growth; work with state officials to initiate and support traffic and infrastructure improvements.
* Advocate and secure support for initiatives and funding for government employees including MPD.

**Education & Professional Certifications**

**MBA, Finance, Marketing**, Louisiana State University, 1999

**BA, Business Administration**, Baylor University, 1996

**Registered Health Underwriter (RHU)** – **Certified Benefits Consultant (CBC)**