

Bill Johnson
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SUMMARY

Senior information technology executive with strong background in insurance, financial services and technology. Significant experience in general management, organizational transformation, systems management, re-engineering, project management, application development and delivery, leadership development, team building and expense management.

PROFESSIONAL EXPERIENCE

XYZ INSURANCE COMPANY, Maplegrove, MS 1968 – Present
The nation's largest publicly held personal lines insurer, American provides insurance products to more than 14 million households and has approximately 13,000 exclusive agents in the U.S. and Canada.

Assistant Vice President, Marketing and Data Services 2000 – Present
Manage a \$74 million IT organization responsible for developing and supporting American's corporate marketing processes including Customer Relationship Management (CRM); Data Warehousing; Document Management; Internet and Office Technologies; Customer Documents and Billing.

- Created and led the Systems organization that supports the corporate and personal lines marketing processes resulting in the early delivery of several major CRM infrastructure components including campaign management data mart & desktop tools, predictive modeling environment and message brokering capabilities.
- Managed the I/T expenses to support the marketing functions resulting in a favorable 2001 year-end expense variance of \$1.5 million (or 2 percent) on a budget of \$74.2 million.

Assistant Vice President, Enterprise Technologies 1998 – 2000
Managed a \$76+ million Systems organization responsible for supporting American's corporate financial, statistical, human resources and professional office processes.

- Managed the I/T expenses for the support of the "back office" and administrative functions while continuing to upgrade American's overall technology infrastructure. Delivered a favorable variance of \$4.4 million (or 4.9 percent) on a 1999 budget of \$89.5 million as well as a favorable variance of \$4.7 million (or 6.1 percent) on a budget of \$76.8 million in year 2000.
- Created, funded and directed a "high-performance" team that developed and implemented a client household database that enables American to interact seamlessly with customers via the Internet, call center or agent.
- Created a "high-performance" team that developed a Comparative Rater application for analyzing the competitive automobile pricing environment within five target market states. Pilot was delivered in 120 days and within budget.

Assistant Vice President, Application Architecture & Strategies 1995 – 1998
Managed a highly technical organization that established and maintained American's systems architecture as well as set the company's strategic technology direction.

- Created, funded and directed a Document Management initiative that developed and implemented a robust document archive and image infrastructure resulting in fewer redundancies and overall cost reductions of several million dollars.
- Created, funded and led a \$20+ million Enterprise Data Warehousing initiative that developed and implemented a series of disciplined data management processes and a robust data warehousing infrastructure resulting in overall cost reductions of several million dollars.
- Created, funded and directed a new communication team resulting in more effective management of internal technology communications and external media releases.

Assistant Vice President, Reinvention Team 1994 – 1995
Participated on a senior-level business reengineering team commissioned by the Chairman, CEO and Senior Management Team.

- Created and led the Enterprise Architect team that established and maintained technology standards resulting in a more highly-disciplined I/T development process with more effective utilization of technology resources.
- Created and led the development of first enterprise Information Technology Strategic Plan which provided a detailed “roadmap” for the major I/T initiatives that would be required to support the anticipated growth of the company into the new millennium. Plan resulted in a highly disciplined, multi-year investment of more than a billion dollars with fewer redundancies and lower overall infrastructure costs.
- Provided technology and organizational design consultation to Senior Management Team that successfully reengineered several major customer relationship processes resulting in improved customer satisfaction and product development cycle time as well as lower overall expenses.

Assistant Vice President, Commercial Insurance Systems 1968 – 1994
Managed a \$35 million Systems organization and data center, which supported the commercial insurance applications for three profit centers.

- Led the successful transformation of an internally focused systems department into a client-focused “I/T Consulting” organization which was instrumental in the overall turnaround of the Commercial Insurance Division resulting in reduced I/T expenses, increased productivity and a dramatic improvement in client satisfaction.
- Created and led a senior management governance team and resource allocation process for prioritizing and funding major I/T initiatives resulting in an overall reduction in expenses and more effective allocation of technology resources.

EDUCATION

Northsouthern University, Columbia, TN
Master of Business Administration, Accounting and Information Systems

Red Clover University, Boulder Junction, WI
Bachelor of Arts, Economics and Sociology

MEMBERSHIPS AND AFFILIATIONS

Colleges and Universities 1996 – Present
Officer sponsor of American’s Northsouthern University recruiting team

Society for Information Management (SIM) 1996 – Present
Member of Atlanta Chapter

Member of SIM International Executive Board — VP of Enterprise Programs

Life Office Management Association (LOMA) 1998 – 2001
American’s representative to Property & Casualty Systems Committee

Insurance Accounting & Systems Association (IASA) 1985 – 1990
Member, chaired systems research and program committees

National Association of Independent Insurer (NAII) 1985 – 1990
Member, chaired program committee