



Michael A. Zovath, LUTCF

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Objective

To obtain an executive leadership position within a growing organization that will allow me to utilize my skills and abilities to exceed organization goals while growing and developing in my own personal career.

Experience

SR. MANAGER, AAA LIFE; LIVONIA, MI – 2019-PRESENT

Responsible for sales and distribution support functions for field and direct sales agents. Oversee and provide leadership for field facing sales support team, agent training and professional development, field-related corporate communications and overall agent experience. Work closely with club partners and cross-functional internal teams to maximize growth, support business operations and drive innovation and modernization.

MANAGING DIRECTOR, TRANSAMERICA; FLORENCE, KY – 2015-PRESENT

ASSOCIATE DIRECTOR, TRANSAMERICA; FLORENCE, KY 2010-2015

Responsible for the management, direction and growth of the Greater Cincinnati market for Transamerica Agency Network. Responsible for all aspects of local firm operations, recruiting, training and growth strategy. Maintained a high volume recruiting operation (3,500 candidates per year) to achieve required growth in productive capacity. Provided on going training and development to the entire firm, including coaching and mentoring of management team, as well as facilitation of LUTCF coursework open to all students within the industry. Increased gross sales by 58% in first year as Managing Director. Leader's Club conference qualifier in 2015.

NATIONAL SALES DIRECTOR, TRACKER PRODUCTS; ERLANGER, KY – 2009-2010

Responsible for developing and executing sales and marketing strategies for Tracker software on a National level. Developed and executed a business plan which increased gross sales by 59% while simultaneously reducing overhead by 11% during first year of employment. Developed and implemented a standardized sales process and compensation model for sales team. Responsible for locating and writing technical RFIs and RFPs for complex public and private sector bids for both small and large organizations. Handled on-site setup and training for large accounts, including SQL database setup, user permissions and hierarchy, CRM integration and troubleshooting associated hardware.

ASSOCIATE DIRECTOR, TRANSAMERICA; LOUISVILLE, KY – 2006-2009

FINANCIAL SERVICES REPRESENTATIVE, TRANSAMERICA; FRANKFORT, KY – 2006

Responsible for the growth and development of a team of financial services professionals as well as relationship management for a multi-million dollar block of business within a career agency distribution channel; including activity coaching and accountability, joint field work,

prospecting activities and regular on-going training and development. Directly responsible for the hiring, development and retention of personnel. Team achieved 97% growth in first year. Assigned to a pilot program where I was responsible for training and developing future management personnel from a group of hand selected candidates holding a MBA. Chairman's Round Table conference qualifier in 2006, 2007. Part of the team awarded the President's Citation Award for sales achievement in 2006.

Education

Ashford University, Clinton, IA – Credits earned towards B.A. in Business Management / Public Relations 2009-2011

University of Kentucky, Lexington, KY – Credits earned towards B.A. in Business Management 2003-2004

Microsoft / Comp TIA A+ Certification – 1999

Licensing

Life and Health Insurance licensed in KY, OH, IN, MI, NJ including Annuity and LTC certification

FINRA Series 6 & 63

Professional Memberships & Designations

Member of National Association of Insurance and Financial Advisors (NAIFA) since 2006

Served on NAIFA Board in 2007, 2008

Chairman of Board for Young Advisors Team, a division of NAIFA, 2008

Member of Northern Kentucky Chamber of Commerce; serve as Ambassador

Board member for Growth Capital Solutions 2015-Present

LUTCF designated and course facilitator 2012-Present

GAMA member 2012-Present

Technical Skills

Exceptional IT and mobile computing skills. Experienced with multiple Financial Services applications and illustration systems, Microsoft Office applications, web-based productivity applications, CRM systems, SQL database administration, web hosting and design, as well as all major computer operating systems and mobile platforms.

Key Attributes

Passionate and energetic, business owner mentality, leader/coach mindset, mission/goal oriented, honesty/integrity, ability to handle multiple tasks simultaneously, adaptable to change, lifelong learner, positive attitude.

References

Allen Jackson, VP of Agent Distribution, AAA Life

(502) 432-4438

Dan Zordel, VP of Product Development/Branding, Answers in Genesis

(859) 630-6025

Randy Clemens, Owner, Legacy Planning and Solutions

(859) 319-3119

Bill Grimm, Retired, Former colleague

(859) 322-5519

LinkedIN Recommendations

“Michael is a very creative, highly intelligent and motivating leader. It has been my pleasure to have Michael on my team on two different occasions. He is an asset to any leadership team and will always be welcome on my team in the future.”

“Michael is energetic and enthusiastic about his abilities and skills. He manages people well and maintains high levels productivity to accomplish project objectives. I would recommend Mike as a dedicated, loyal colleague in any endeavor.”

“Michael is an asset to any team. His enthusiasm, "can do" attitude and leadership were a great asset to my operation in Louisville, Ky.”

“Mike is an extremely knowledgeable leader with solid product skills. He is also an excellent recruiter who devotes time and energy to develop his team members.”

“Mike is a very good manager being both hands on and in a support role. Ability to inspire and get the most out of agent's talent. Great sales skills of his own.”