TARGET MARKETS
Program Administrators Association

TMPAA Employment Bulletin Board

Company Name Target Markets Program Administrators Association

Company Address 3411 Silverside Road - Baynard Building Suite 100

City Wilmington State DE Zip 19810

Company Website www.targetmarkets.com

Company Description

The Target Markets Program Administrators Association is an organization dedicated to the unique challenges of Program Specialists.

Representative Name Ray Scotto

Phone (302) 268-1010 Email ray.scotto@targetmkts.com

Position Title TMPAA Director of Insurance Services and Education

Description of Responsibilities

The Director of Insurance Services and Education is responsible for providing strategic leadership and direction for all educational programming resource development and other insurance services for TMPAA. Other key duties include team participation in membership management, marketing, and event planning.

Required experience

Bachelor's degree in business/risk management and 10 years of related experience, or equivalent combination of education and experience in the insurance industry. Direct experience in program business and an understanding of running a successful program business operation. At least three years in a senior leadership position.

Location of the position 3411 Silverside Road - Baynard Building Suite 100

City Wilmington State DE Zip 19810

Salary Info Commensurate with industry experience

Date Available 01 / 01 / 2021

How to inquire about this position:

Contact Ray Scotto: ray.scotto@targetmkts.com or 302-268-1010

Send Completed Form to: Ray Scotto, Executive Director, TMPAA • Email: ray.scotto@targetmkts.com

DIRECTOR OF INSURANCE SERVICES AND EDUCATION

Position Opportunity

TARGET MARKETS

Program Administrators Association

"Where Program Business Gets Done"

THE TARGET MARKETS PROGRAM ADMINISTRATORS ASSOCIATION (TMPAA)

The Target Markets Program Administrators Association is an organization dedicated to the unique challenges of Program Specialists. The TMPAA defines Program Business as insurance products targeted to a niche market or class, generally representing a book of similar risks placed with one carrier. Administration is done through Program Specialists who have developed an expertise in that market or class. Administrative responsibilities are negotiated between the Specialist and Carrier, but would include underwriting selection, binding, issuing, billing, and often times marketing, premium collections, data gathering, claims management/loss control and possibly risk sharing. Program Specialists typically target their niches through differentiation either in product, risk management services, delivery mechanism or price. Specialists can distribute these programs on a retail, wholesale or direct basis.

Target Markets began as a concept at the First Annual Summit in Tempe, AZ, (October 16-18, 2001), with a business plan to align only with specialists in programs. The goal was to provide more efficient access to decision-makers in programs and the resources required to run a successful program operation. After receiving the enthusiastic support of those attendees, an executive director was hired in January 2002 and members began developing membership in this new association. After three successful annual summit meetings, the association added a Mid-Year event in 2004. The most recent TMPAA events attracted almost 1000 program business professionals to the Annual October Summit and close to 700 at the May Mid-Year Meeting.

As of January 2021, Target Markets has grown to 495 members, 327 of which are agencies who specialize in programs. The TMPAA now has 65 Carrier Partners committed to Program Business who provide unprecedented access to decision makers from these companies at both national meetings, allowing both the administrator and company to forge successful partnerships for new program business opportunities. The Association also has a group of over 100 elite Service Provider members providing business solutions for TMPAA members. Over the past several years, the Association has also added the following resources for its members:

TMPAA Best Practice Designation – involving an on-site review of program operations.
Target University and the development of the Certified Programs Leader (CPL) Designation.
Target Programs – commercial website to promote members programs through the retail agent distribution channel.
TMPAA Charities - supporting active duty military, Risk Management/Insurance scholarships and more.

As the only Association that focuses on program business, the TMPAA has conducted 7 "State of Program Business" studies since 2011 that have tracked the size and scope of this industry segment. The study is frequently quoted in publications discussing programs and has solidified the groups premiere status in the industry. The 2017 study pegged the size of program business at 40.5 billion dollars, which accounts for over 10% of the entire commercial insurance marketplace.

OPPORTUNITY FOR THE DIRECTOR OF INSURANCE SERVICES AND EDUCATION

The TMPAA is viewed as an elite organization with an extraordinary reputation of customer service and responsiveness to the needs of its members. Drawing on the expertise of a committed and active Advisory Board, the group has developed new resources and provided important educational content in response to changing industry and business trends.

The Director of Insurance Services and Education would be responsible to continue developing the organization by providing strategic leadership and direction for all educational programming resource development and other insurance services to assist TMPAA members.

As the industry changes the TMPAA will become a critical connection point matching risk with capital. Developing strategies to ensure TM members are prepared to take advantage of emerging opportunities in this regard will be key. In addition, the Director of Insurance Services and Education would function as part of a long-standing team that includes:

- Ray Scotto, Executive Director
- Susanne Braconnier, Director of Convention and Accounting Services
- Monica Elischer, Director of Membership Development
- Sarah Ayars, Director of Marketing Communications
- Merrie Goodlander, Marketing Coordinator

Duties and Responsibilities

Leadership & Management:

- Educational development and programing for TMPAA.
- Develop and organize workshops and panel presentations for TMPAA events
- Develop and organize TMPAA webinars and virtual discussion groups
- In partnership with the TMPAA Executive Director, actively engage board members, event committees, members and partnering organizations to achieve educational and resource development goals
- Ensure effective processes/procedures are in place to track and evaluate Association educational and resource results which can be effectively communicated to the board, members, and other constituents
- Assist in the development of solutions to business challenges.
- Provide timely and accurate analysis of industry trends that impact program business.
- Utilize the Association Advisory Board for educational and resource development direction
- Manage Association Committees that provide input regarding services, education and event development.

Marketing & Communications:

- Promote membership interest and active participation in the association
- Together with the Executive Director, act as spokesperson and liaison for the association to the media, public, members and related organizations
- Oversee communications to the membership and industry regarding resource development, insurance services and work with staff to execute
- Use external presence and relationships to garner new opportunities and members for the TMPAA

Event Management:

- Work with Executive Director to select and negotiate terms and conditions with event speakers
- Develop, organize and produce educational workshops/presentations for Association events
- Work with Executive Director to arrange publicity, handle special functions and design and implement successful events that foster program business development.

CANDIDATE SPECIFICATION

The Director of Education and Insurance Services should have a bachelor's degree in business/risk management and ten years of related experience, or equivalent combination of education and experience in the insurance industry. Experience in program business and an understanding of running a successful program business operation would also be required. It is strongly desired that the candidate also has the capability of producing editorial content or materials and have experience working in an underwriting, brokering, consulting, or risk management environment. The successful candidate will have proven leadership experience, and the ability to quickly take on significant leadership beyond the current role. It is strongly preferred that the candidate hold insurance certifications, and eventually attain the TMPAA's Certified Programs Leader (CPL) designation.

The Director of Insurance Services and Education must be a highly collaborative team player, have proven leadership ability**,** and demonstrate "roll up your sleeves" behavior to win support from staff, the Advisory Board and association members. Planning, organizing and executing two large events requires an all hands-on deck spirit along with significant blood, sweat and tears to accomplish successfully. There are no clean hands executives that will succeed in this aspect of the position. The Director of Education and Insurance Services will report directly to the TMPAA Executive Director and is expected to spend a minimum of 2 to 3 days a week in the Wilmington Delaware office.

Finally, and worth repeating, The Director of Insurance Services and Education must have the ability to look forward and recognize the trends that will impact program business, and how those trends relate to developing new training, education, and resources for TMPAA members.

TO INQUIRE ABOUT THIS POSITION

Please contact:

Ray Scotto, TMPAA Executive Director
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