

# Nathan Rogerson

Sales / Marketing / Operations

## Personal info



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Nathan Rogerson

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www.nathanrogerson.com

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## Objectives

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Use eleven plus years of insurance related experience to build a career foundation based on growth and unlimited possibility. A career that leads to not only financial rewards but personal satisfaction. Ideally develop and follow a business path that can continue to increase based on performance, hard work, and success.

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## Experience

March 2008 -Present

Capitas Financial, Inc.

Manager of Sales Operations and Annuity Marketing

Sales Operations Duties

- Manage Payroll
- Track and Manage P&L for each sales person
- Coordinate new hire documents and on boarding for each sales person.
- Design and Implement an operations manual for the sales persons working inside institutional accounts.

Annuity Marketing Duties

- Communicate product and commission updates to field force.
  - Design and develop new strategies for agent recruiting
  - Host conference calls and webinars on product and sales strategies for agents.
  - Work closely with general agents and thier sub agents to generate more production.
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## Experience Cont.

January 1999 - March 2008

Goodwin Companies, LLC

Vice President of Sales and Marketing

Sales Duties

- Work to develop relationships with current book of business
- Work leads to generate new clients.
- Host seminars to generate new business.

Marketing Duties

- Manage \$350,000 marketing budget.
- Coordinate marketing activities.
- Design and implement direct mail, radio and television campaigns.

Operational Duties

- Manage downline agents
- Help downline agents market and build new business.

## Professional Qualifications

October 2000

Life and Health Insurance Licensing






July 2005

Property and Casualty Insurance Licensing

October 2005

Series 7 Training (not currently registered)

## Skills

Adobe CS5	Good		Expert
Microsoft Office	Good		Expert
PHP	Good		Expert
Javascript	Good		Expert
HTML/CSS	Good		Expert