Anne-Marie-Marie Forbes Lynn

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EXECUTIVE BIOGRAPHY:

Business Development & Retention | ROI Analysis and Revenue Generation | Channel Management and Development Legal Insurance Products and Solutions | Customer Relationship Management | Strategic Planning and Implementation

Anne-Marie is renowned for strategically boosting insurance service and product sales, cultivating professional networks, identifying cost-saving opportunities, qualifying successful leads, closing high-value deals, maximizing customer engagement, boosting revenue generation, driving operational efficiencies, creating targeted marketing programs, and optimizing brand credibility, supporting leadership development, designing compelling sales collateral and marketing materials, and ensuring consistent messaging and brand representation across all channels.

Anne-Marie is a strategic, results-driven, and growth-focused **Business Development & Marketing Executive** with 22+ years of experience developing sales, establishing relationships, directing business development and digital marketing initiatives, refining sales strategies, orchestrating and delegating drip marketing campaigns, penetrating new markets, reducing customer churn, increasing engagement, handling public relations and organizational communication, and integrating data analytics and CRM tools for insurance companies.

She is highly skilled in identifying customer's unique requirements, offering personalized services and products, expanding product offerings, negotiating contracts, and delivering premium, quality customer service, focused on maintaining high customer retention and satisfaction scores. Her impressive track record extends to creating strategic business plans, managing networking events, identifying emerging trends and opportunities, and leveraging social media platforms. She is proficient in defining key performance indicators, developing effective lead generation programs, optimizing sales funnels, increasing conversion rates, establishing new revenue streams, and identifying and securing new business opportunities through cold calling, prospecting, and networking. She possesses an active life, health, annuity, and P&C licensure for multiple states and is adept at engaging and collaborating with insurance brokers and groups in transportation, non-transportation, government, public, private, and union sectors.

Anne-Marie has served as the Director of Business Development and Marketing at U.S. Legal Services, Inc. since January 2011; she has been instrumental in steering the company's growth and solidifying its position as a leading provider of legal benefit plans. In her current role, she oversees a spectrum of responsibilities, including creating strategic business plans, developing comprehensive marketing initiatives, and cultivating strong relationships with employee benefits brokers and organizations. Her strategic understanding and focus on driving growth has expanded U.S. Legal Services' client base. She has successfully penetrated new markets, increased customer retention to an impressive 92%, and elevated loyalty scores through high-touch customer service and tailored legal solutions. Her role involves managing sales directly with insurance brokers and groups across various industry verticals, showcasing her versatility and ability to adapt to diverse markets. She has actively participated in industry events, secured speaking engagements, and partnered with industry influencers to reinforce the company's reputation as a leader in the legal benefit vertical. Anne-Marie managed sales and marketing activities in her previous role at U.S. Legal Services from 2006 to 2010 and progressively continued to develop sales channels and opportunities, and she was promoted internally.

Before joining U.S. Legal Services, Anne-Marie-Marie served as a Payer Relations Specialist at Baptist Health, where she played a crucial role in coordinating the distribution and utilization of the Prime Comp network of providers to third-party administrators. Anne-Marie holds a Master's Degree in Health Administration and a Bachelor of Science in Health Administration from the University of North Florida. She has actively participated in organizations, such as World at Work, International Foundation of Employee Benefit Plans, American Trucking Associations, Truckload Carrier Association, ACT1, Florida Trucking Association, Georgia Motor Truck Association, and North Florida Compensation and Benefits Association. Her community leadership includes serving on the Communications and Image Policy Committee, Health and Wellness Sub-Committee, Safety Policy Committee for American Trucking Associations, Independent Contractor Practices Policy Committee for Truckload Carriers Association (TCA), and Co-chair sthe Image, Promotion, and Identity for ACT1. Anne-Marie has consistently demonstrated a commitment to excellence,

leadership, and innovation throughout her career. Her strategic mindset and deep industry knowledge has positioned her as a respected figure in the legal benefit plans sector.