Cover Letter **NoteBookLM Version**

For the first part of my career, I was in agencies. I loved them. I loved the energy, the people, the problem-solving. Every day brought something new—a challenge to untangle, a team to support, a client to help. Agencies have this unique combination of grit, creativity, and heart. I found purpose in that environment, working alongside people who cared deeply about what they did.

Over the last eight years, I've been away—not far, but *beside* agencies. First, at a large network where I saw how powerful collaboration and shared strategies could be. Then, at an insurtech startup, where I helped agencies use technology and data to find their next opportunities. I learned a lot during this time—about leadership, adaptability, and how to guide change without disrupting what makes agencies great. But something's been missing.

I miss being *in it.* Being part of a team. Driving culture, building connections, and working together to solve problems that matter. I want to come back to an agency—find a home where I can contribute, roll up my sleeves, and help the team grow. I want to support leadership, engage employees, and make sure people feel valued and invested.

I'm ready to bring everything I've learned back to where it all started. If there's a place that needs someone who's passionate about this industry, who believes in its people, and who knows how to connect strategy, culture, and opportunity, I'd love to talk.

Ryan Deeds

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Professional Summary

Innovative technology leader and data strategist with over 20 years of experience driving transformative change in the insurance agency space. Proven track record of helping agencies optimize operations, unlock the power of their data, and adopt cutting-edge solutions. Adept at leading cross-functional teams, fostering collaboration, and aligning technology with business objectives to deliver measurable results.

Professional Experience

Head of Customer Success
Ennabl —3/1/2021 - 1/1/2025

- Directed the strategic development of data-driven tools and platforms to enable insurance agencies to achieve operational excellence.
- Worked closely with top-performing agencies to identify pain points and develop custom solutions that enhanced productivity and customer engagement.
- Played a pivotal role in transforming raw data into actionable insights, enabling agencies to identify growth opportunities and streamline processes.
- Built scalable workflows and frameworks to align agency operations with evolving client needs and industry standards.

Key Accomplishments:

- Designed and implemented cutting-edge tools for data analysis and process automation, dramatically improving agency efficiency.
- Established and led customer success initiatives to ensure client adoption and satisfaction with the Ennabl platform.
- Collaborated with leadership teams at leading agencies to integrate technology that improved profitability and employee engagement.

Vice President of Technology and Data
Assurex Global — Oct 2018-March 2021

- Spearheaded the development of a data aggregation platform used by 36 agencies, managing over $20 billion in booked premiums annually.
- Consulted with CEOs, CIOs, and operations leaders across 30+ agencies to align data strategies with business goals.
- Built and managed a team of six offshore developers to execute large-scale data initiatives, including creating a data warehouse to streamline carrier negotiations.
- Delivered insights to agencies that improved placement profitability and operational efficiency through advanced reporting and analytics tools.

Key Accomplishments:

- Created a data strategy that directly contributed to increased agency profitability.
- Established a scalable platform in 12 months with a team of just two developers.

IT Director
The Crichton Group — June 2013 - Oct 2018

- Designed and implemented a business intelligence (BI) platform from scratch to provide self-service analytics across all business units.
- Developed solutions that saved hundreds of hours annually by automating data reporting and accountability.
- Played a key role in leadership, contributing to process improvements, workflow enhancements, and long-term strategic planning.

Key Accomplishments:

- Increased revenue per employee from $130K to $180K in three years.
- Grew agency revenue from $14 million to $20 million with only a 5% increase in headcount.
- Received the NetVU Automation Excellence Award for Large Agencies (2017).

Lead SQL Developer and Consultant
Deeds Consulting — [Dates]

- Led a team of 16 offshore developers to deliver scalable data solutions for enterprise clients, including social media integrations and advanced reporting systems.
- Managed client relationships, breaking down complex technical requirements into actionable projects.

Key Accomplishments:

- Delivered database solutions for 1,000+ user systems, enabling advanced data analysis and integrations.

Vice President of Information Technology
Lanier Upshaw, Inc. — [Dates]

- Architected scalable data solutions, including ETL pipelines and reporting systems, enabling consistent, actionable insights.
- Played a pivotal role in designing and deploying CRM and ERP systems tailored to agency needs.

Key Accomplishments:

- Designed dashboards and KPIs that drove data accuracy and accountability across the organization.

- Spearheaded data integration projects that improved client retention and profitability.

Thought Leadership and Community Engagement

- Host of *The Digital Broker* podcast, one of the most popular shows on agency operations and technology.
- Frequent speaker on topics like data strategy, insurtech innovations, and agency operations at industry conferences.

Technical Skills

- **Data Platforms**: SQL, SSAS, SSRS, Power BI, Azure
- **Programming**: Python, ETL Development, ASP.NET
- **Tools**: Salesforce, Slack, CRM/ERP Solutions
- **Insurance Systems**: Sagitta, Epic, AMS360