

Lyle A. Rupp
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QUALIFICATIONS:

- 35 year proven track record in sales, marketing and training.
- Extensive experience and solid reputation in insurance sales and marketing, training, product development and development of policies and procedures.
- Influential skills in recruiting, public speaking and training facilitation.
- Excellent ability to supervise, develop and motivate people.

PROFESSIONAL HISTORY:

Nov. 2002 RF Enterprises, LLC; Cincinnati, Ohio
to OWNER

- Current
- Consulting and training organization
 - Specialize in development and delivery of insurance Continuing Education classes
 - Certified Instructor for Cincinnati Insurance Board
 - Perform business consultations focusing on marketing and marketing support
 - Adjunct Professor – University of Cincinnati, Carl H. Lindner College of Business

May 2004 Snowie Marketing, LLC; Cincinnati, Ohio
to OWNER

- Current
- Manage five stationary and seven mobile units with 52 employees
 - Sales & Marketing of shaved ice equipment throughout U.S. and 44 countries
 - Development of business management tools for vendors
 - Perform Webinars promoting business management and opportunities

Nov. 2002 Uinta Marketing Group, LLC; Cincinnati, Ohio
to OWNER

- May 2008
- Established life and annuity insurance agency with distribution for approximately 22 insurance carriers in CA, IN, KY, MI, NC, OH, PA, TX, UT and WV.
 - Built partnerships with alternate distribution channels for LTC, health and securities
 - Responsible for all aspects of the organization, including, but not limited to, accounting, recruiting, hiring, distribution, sales and marketing,

Nov. 1997 Great American Life Insurance Company; Cincinnati, Ohio
to VICE PRESIDENT, SALES AND MARKETING

Oct. 2002 *Accomplishments:*

- Recruited and established solid, long-term relationships with numerous national marketing organizations and numerous managing general agencies.
- Principal role in developing life production from zero to over \$40 million a year in four years.
- Creation of effective incentive programs including, but not limited to, production bonuses, sales incentive trips and programs, recognition awards and a stock option plan.
- Expanded sales with cross-selling of life and annuities with banking and P&C affiliates.
- Primary role in developing or enhancing 34 life and annuity products over one-year time frame.
- Improved profitability by effective management of placement, persistency and mortality.
- Key position in consolidating life, fixed and variable divisions into a high performing unit with a resulting 28% increase in production.

Responsibilities:

- Develop and maintain an interactive field/home office team for creating and implementing competitive, profitable products in term and universal life, as well as fixed annuities lines.
- enhance profits through effective management of product marketing allocations.
- Build production through ongoing recruiting and relationships with existing distribution.
- Create a cohesive sales team between our home office and our marketing organizations.
- Increase profitability of product lines by internally & externally managing key profit drivers.

Nov. 1995
to
Nov. 1997

Manhattan National Life Insurance Company; Cincinnati, Ohio (*Acquired by Conseco Life*)
FIELD VICE PRESIDENT, MARKETING

Accomplishments:

- Developed and implemented a new marketing plan and products for Manhattan National, which increased life production 106% over prior year to \$19.5 million of paid business.
- Expanded company's market share through recruiting and development of specialty markets.

Manhattan National Life Insurance Company (*Continued*)

Responsibilities:

- Promote Manhattan's products through recruiting, advertising and training activities.
- Expand market share through training organizations to cross sell product lines.
- Coordinate activities between affiliated marketing organizations and home office.
- Recruit and develop relationships with non-traditional marketing organizations which promote the sale of non-life insurance products, i.e., health, disability, securities, etc.

Jan. 1989
to
Nov. 1995

National Health Insurance Company; Grand Prairie, Texas
NATIONAL PRODUCT MARKETING MANAGER (*July 1993 to Nov. 1995*)

Accomplishments:

- Using existing sales distribution channels, increased life insurance sales over two-year period, from \$250,000 to \$4.5 million annually.
- Developed cancer products for successful introduction into payroll deduction market.
- Recruited new distribution that generated \$3 million of new cancer insurance premiums.

Responsibilities:

- Development of new product lines, i.e., life, cancer, and annuities.
- Increased diversification of product lines sold by field sales force.
- Expanded markets through development of co-marketing agreements.
- Created marketing and promotional materials.
- Coordinated all business between NHIC and affiliated companies.

DIRECTOR OF SALES TRAINING / LICENSED INSURANCE AGENT (*Jan. 1989 to Nov. 1995*)

- Developed and delivered all training and motivational programs for new and existing products, sales, time management, and customer service.
- Solicited retail and commercial markets for new business.

EDUCATION:

Bachelor of Liberal Arts

- Brigham Young University

ORGANIZATIONS:

- NALU Member (since 1993)
- Scoutmaster - Boy Scouts of America
- Outstanding Young Men of America (since 1984)

ADDITIONAL

EXPERIENCE:

- Train-the-Trainer Consultant
- Motivational and Key-Note Speaker
- Contributing writer to national publications
(Health & Fitness Magazine, USA+ Small Business Quarterly)
- 2 years proselytizing mission - Church of Jesus Christ of Latter-day Saints
- Youth Advisor ('81 to present with church and community youth programs)
- Sports Announcer – Voice of the Redskins (Anderson High School)
- Eagle Scout Recipient
- Silver Beaver Recipient
- Chamber of Commerce, Citizen of the Year – 2006
- Cincinnati Children's Museum "Difference Maker" Award Finalist 2013

REFERENCES:

Available upon request