

# **B R A D G O O D W I N, JD, CPCU, CLU, ARE**

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## **SENIOR OPERATIONS AND LEARNING PROFESSIONAL**

Accomplished executive with diverse experience leading insurance company operations. Track record of producing results in multiple Claims segments, Human Resources, Catastrophe Operations, and Claims Learning and Development. Highly skilled in change leadership, claims and HR legal environment, claims oversight and management, program management, workplace culture, and customer engagement. Valued for key contribution to claims transformation, critical thinking on large enterprise issues, leadership courage in executive facing roles, and operational versatility.

## **AREAS OF EXPERTISE**

**Strategic Planning  
Regulatory & Compliance  
Employee Relations**

**Licensed Attorney  
Enterprise Consulting  
Public Speaking**

**Workplace Culture  
Process Improvement  
Assessment & Coaching**

## **PROFESSIONAL EXPERIENCE**

### **State Farm Insurance**

State Farm® is a Fortune 50 mutual insurance company ranked as the #1 auto and home insurer for 70 years. The insurer employs 68,000 employees and more than 18,000 agents throughout the U.S. and Canada.

#### **Associate Dean, Learning & Development, Jacksonville, FL**

Responsible for plan, build, design, curation, and delivery of training content for the enterprise claims operations with more than 35,000 employees and external claims associates; developed and delivered leadership identification and development programs; developed training effectiveness metrics, designed a speed to proficiency program; transformed the decentralized training organization into a centralized university model in order to drive consistency, eliminate redundancies, and reduce expenses.

- Designed and executed post-catastrophe first response learning strategy
- Identified, contracted, and collaborated with a leading edge technology vendor to bring virtual training to externals resulting in speed to market improvements and broad cost savings
- Drove learning innovation for improved return on learning investment. Program introductions included virtual classroom, on-demand training library, enhanced measure and metrics, flipped classroom, and virtual reality.
- Led a team to design and deliver an intensive leadership workshop series to increase the number of potential candidates with quality for the leadership pathway
- Coordinated, planned, and emceed a multi-day, multi-session educational conference for 2500 leaders and associates

#### **Director, Property & Casualty Claims, Bloomington, IL**

Selected for the executive facing role to drive change in a function historically resistant to change; led a group of nine consultants responsible for oversight, operations improvement, and corporate governance of all claims functions for one-third of the USA; exercised claims settlement authority of \$10 M for first party litigation; accountable for planning and execution of large complex projects in partnership with Legal, Underwriting, and Public Affairs stakeholders.

- Implemented improved controls in line with the strategic plan to change the function culture and improve corporate oversight of first party litigation
- Served on a select Board-sponsored panel that reviewed and made recommendations around potential threats to the enterprise's brand, reputation, and assets
- Led a project committee in collaboration with key stakeholders to create an enterprise program to market and provide car loans to customers who suffered a total loss
- Developed an initial response strategy in the aftermath of Hurricane Katrina
- Coordinated responses (settlement to litigation) around multiple large bad faith lawsuits

#### **Division Manager, Auto and Special Investigative Operations, Austin, TX**

Drove strategic leadership and direction at the third level of the bodily injury claims operations for metro Houston and southeast Texas; directed first party litigation operations statewide; directed the anti-fraud operations (SIU) for South Texas; division consisted of 12 offices and 450 employees with an annual budget of \$60MM+.

- Created and executed a plan to turn around and improve historically poor morale
- Developed and led a strategic plan to reduce expenses through of combination of office closures and leadership and staffing reductions
- Overhauled the external counsel selection process and law firm management strategies
- Reduced the effectiveness of deeply entrenched organized fraud rings and operations
- Initiated and drove a consistent focus on balanced key claims operational metrics and budgeting including close ratios, indemnity trends, and adjustment expenses

#### **Various Positions, State Farm Insurance 1985 to 2018**

Progressive growth and development in a number of different positions which included Human Resources Regional leadership, executive development, claims management and insurance operations.

### **EDUCATION**

University of Alabama School of Law  
JD, Law

Emphasis in Insurance and Employment  
Honor Court Justice

Samford University  
BA, Public Administration, *Magna Cum Laude*

Phi Kappa Phi Honor Society

### **CONTINUING EDUCATION/CERTIFICATIONS/COMMUNITY**

Alabama Bar Association, Member

The Institutes, Chartered Property & Casualty Underwriter (CPCU), Associate in Reinsurance (ARe)

The American College, Chartered Life Underwriter (CLU)

PROSCI, Change Management Certification

Center for Creative Leadership - San Diego, Leadership Development Program

University of Virginia Darden School of Business, Leadership Development Program

Guardian ad Litem Volunteer, Fourth Judicial Circuit, State of Florida

Westside Rotary, Member

Professional & Businessmen's Association, Member

Daniel Kids, Volunteer

Jewish Family and Community Services, Volunteer