

# Dean Goff

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## Professional profile

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*A tenacious, resilient and determined individual who aspires to be successful within an Insurance based environment. Highly organised, proactive, efficient and resourceful. Natural management qualities with an ability to support and develop businesses. Innovative with business strategy resulting in effective analytical and decision making skills that generates an ability to produce results within tight deadlines. Effective communicator with people at all levels in a variety of mediums, flexible mindset and open to a range of new ideas and methods of working.*

## Objective

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*Currently looking for a new and challenging position within a leading Insurance company which will make best use of my current CEO and Insurance Sales Management experience while enabling further personal and professional development.*

## Career summary

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**2009 – Present**

**Partner In Life, Baloise Group  
CEO**

- Responsible for leading a large and reputable company within the German and UK endowment policies market with annual revenues of over 3 million Euros and total balance of 60 million Euros
- Responsible for consistently recording increased revenue and profit figures across both market bases
- Duties include challenging staff and teams to exceed set goals and strengthen team efficiencies
- Responsible for leading and innovating to offer a combination of team-building skills, motivation, sales vision and entrepreneurial drive
- Effective management with consistently strong performance within business development, market launches and market share gains
- Develop purchase volume from 20 million to excess of 100 million per annum with two years through effective introduction of two successful product lines
- Responsible for efficiently and effectively leading the company to position two within the German market
- Ensure a decreased risk proportion by strict pricing policies and increase analysis and evaluation of policies together with improved programming
- Responsible gaining two major business partners from previous market leaders with significant impact on revenues and profits

**2007 – 2009**

**Partner In Life, Baloise Group  
COO Gap Management**

- Responsible for providing Head of Operational Departments across both parts of the organisation
- Ensure strengthened operational efficiencies within tough market conditions and struggling economy
- Duties also include increasing performance against challenging company performance targets, solve difficult IT development issues and deliver and sustain operational team support networks
- Responsible for Improving sales and revenue figures, client relationships and supporting investor relations

**2003 – 2007**

**Deutscher Ring, Baloise Group  
Division Manager – Life**

- Division manager of life administrations, underwriting, claims and pensions schemes with annual premiums of over 540 million Euros and assets under management in the region of 7.7 billion Euros
- Responsible for increasing sales, building client relations, improving team efficiencies and team building
- Ensure annual surrender volumes and profitability figures are continually achieved and exceeded
- Achieve significant reduction results with regards to successful surrender projects over two years

**2002 – 2003**

**AachenMünchner  
Branch Director**

- Responsible for leading a team consisting of more than 40 business units with exclusivity to AMV, and annual premium volume in nonlife of 13.1 million plus other product classes
- Duties also include efficiently improving sales results across various insurance class sales teams
- Responsible for enticing away sales experts from competitors

**1993 – 2002**

**AachenMünchener  
Sales Executive**

- Responsible for managing and directing a team of both 15 full time and self employed sales representatives
- Provide consistent improvement and development of sales results over the span of a decade across all insurance classes as well as commercial insurances
- Responsible for ensuring team loyalty, acceptance of new products and product lines and effectively headhunt and entice sales experts from competitors

## Education and qualifications

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**Degree:** Certified Specialised Secondary School of Economics  
**Junior:** Completed Junior Education  
**Secondary:** Completed Secondary Education

## Professional Training

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- Strategic Leadership Program, University of Ashridge (2011)
- Advanced Training for Executives, Management Circle (2008)
- Advanced Reporting and Analysis Excel, Management Circle (2008)
- Investment Structures, Euroforum (2007)
- Life Insurance Calculation, Euroforum (2006)
- Insurance Forum, University of St. Gallen (2005)
- Advanced Seminar Insurance Business, University Leipzig (2004)
- Certified Insurance Specialist, Versicherungsfachwirt IHK (2001)
- Insurance Expert, Versicherungsfachwirt IHK (1993)

## Interests and activities

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**Interests include:** Spending time with family and friends, reading  
**Other:** Full German Driving License with no endorsements  
**Languages:** English, German and Basic French

**References are available on request**

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