

# Abi Potter Clough, MBA, CPCU

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■ Digital Communications ■ Digital Design & Strategy ■ Claims Operations ■ Lean & Change Management  
■ International Insurance ■ Insurtech

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## Professional Profile

- Digital Customer Communications
  - Guidewire Project SME & Design
  - Lean Management & Agile
  - Digital Design & Implementation
  - Customer Journey Mapping & Analysis
  - MBA, Concentration in International Business
  - Insurtech & Digital Strategy
  - Training, Coaching, & Teaching
  - Claims Operations Management
  - Educational Mentoring & CPCU
  - Talent Acquisition, Development, & Retention
  - CPCU leader, International Group
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## Experience:

### MetLife Auto & Home

June 2004 – October 2019

- **Senior Business Procedures Consultant**, Digital Customer Communications October '16 – October '19

#### Achievements:

- Introduced, executed, and optimized proactive and reactive customer documents strategies and programs to generate annual savings and efficiency gains in claims department
- Developed claims centralized batch print strategy, partnering across the enterprise to deliver first phase functionality that is on pace to deliver over \$1.2M in operational savings in the first year
- Delivered refreshed Auto & Home claims communications strategy that condensed and optimized existing channels and publications
- Led the on-time development of Auto & Home's Guidewire claims documents systems, including demonstrations and writing trainings, developing screens, troubleshooting, designing and executing testing, recording metrics and results, and communicating across enterprise and with external partners and developers
- Managed and led legacy documents team to streamline legacy processes and multidisciplinary business communications and reported metrics to senior leadership
- Oversaw creation of new digital customer communication pilots with insurtech vendors in order to find operational efficiencies utilizing new technology
- Designed, created, and initiated new internal claims website for use by all 2000 claims associates housing data, interactive requests, videos, and all claims department information

#### Responsibilities:

- Define, oversee, and implement strategic programs to improve customer communications spanning across both traditional (legacy) and digital delivery methods
- Deliver digital customer experiences which enhance the customer relationship beginning at the first notice of loss through claim resolution and deliver operational efficiencies for the company through Guidewire and other vendor integrations and systems
- Manage delivery of monthly communications updates, goals, and operational reporting

- **Senior Business Procedures Consultant**, Change Agent, Lean Management August '15 – October '16

#### Achievements:

- Facilitated process- and value stream-mapping to find bottlenecks, gaps, and inefficiencies and determine which challenges to solve
- Led cross-functional root cause problem solving exercises and series to solve customer and adjuster pain points
- Researched and validated current state and future models to support strategic direction and goals and monitor progress toward goals
- Introduced lean management principles and practices and led training and coaching of leaders in two field claim offices including mentoring all levels and staying onsite for 6+ months in a comprehensive coaching training program

#### Responsibilities:

- Facilitate lean deployments on site to claims offices, establishing goals and coaching relationships with leadership
- Provide lean management and change management expertise to all levels of leaders and employees

- Initiate strategy and goals for various projects within each claims office to increase adjuster efficiency and improve customer experience

■ **Claims Supervisor**, Auto Liability, Personal Injury Claims

November '05 – August '15

Achievements:

- Optimized workflow and process for efficiency and delivery of excellent customer experience, utilizing technology, trying new ideas, and working with cross functional teams to deliver results
- Facilitated a high-performance culture by aligning individual goals, differentiating performance through evaluation and recognition, and managing performance improvement issues promptly and consistently
- Assessed current state of associates using skills matrix and identified gaps and created individualized plans to enhance skills and remove talent gaps
- Identified and tracked claims-related trends, gathered data, developed solutions, and communicated to leadership and associates
- Coordinated and led the tracking of systems errors to remedy them and provide solutions to proactively manage issues with auto-assign and claim tracking
- Designed and conducted trainings and insurance classes, to include AINS and CPCU courses, which resulted in associates passing licensing and insurance designation courses

Responsibilities:

- Lead teams of 5 – 8 claims adjusters to meet goals and handle claims timely and within compliance
- Provide coverage opinions and thought leadership for complex claims and auto liability issues
- Manage all leadership responsibilities for team, including hiring, performance management, coaching, communication, mentorship, and quality reviews

■ **Claims Adjuster**, Auto No Fault

June '04 – October '05

Achievements:

- Conducted comprehensive examinations of NY NF claims to manage within state regulations and company guidelines while providing excellent service and mentoring new adjusters
- Analyzed, investigated, and adjusted complex SIU claims in NY NF fraud investigations to manage department's SIU claims

Responsibilities:

- Conduct complex analysis, research, and formulate claims handling decisions within state compliance, good faith handling, and company protocols while meeting financial goals

**Thought Leader & Freelance Experience:**

- Author of blogs, articles, and white papers on insurance, risk management, insurtech, and leadership topics for various publications, including for educational groups The Institutes, CPCU Society, and SITE
- Write, produce, and create videos for The Institutes designed to give students of CPCU courses real-world introductions to educational topics
- Keynote and speaker at industry events, meetings, and conferences on various leadership, insurtech, and risk management topics (to include at various CPCU annual meetings, summits, and chapter events; Big I I-Day 2019; IDMA 2019; upcoming SITE 2020, In2Risk 2020)
- Chair, CPCU Society International Insurance Interest Group (3iG), 2018-present

**Education:**

- The Institutes, Malvern, PA **2013**  
*CPCU, Chartered Property Casualty Underwriter*
- Union Graduate College, Schenectady, NY **2012**  
*MBA, Concentration in International Business*  
*Studied in Zurich, Shanghai, and Beijing*
- State University of New York, Albany, NY **2000**  
*B.A., Spanish and Anthropology*  
*Graduated cum laude, Dean's List*