

## David W. Brown

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### EDUCATION

**Rotman School of Management, University of Toronto, Toronto, Ontario**

**M.B.A. Candidate, 2008**

- **PRESIDENT** – Rotman Marketing Association
- Elected Social Representative – Rotman Graduate Business Council
- Finalist in the Rotman Marketing Association Case Competition
- Selected as an Ambassador with the Rotman Business Design Tour of California

**University of Toronto, Toronto, Ontario**

**Honours Bachelor of Arts, Degree 2001**

- Specialization in **PHILOSOPHY**
  - Executive Council Member – MEDiA: Monitoring Educational Development in Academia
  - Led production of multidisciplinary conference – *Synthesis: Issues of Identity in Science and the Arts*
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### PROFESSIONAL EXPERIENCE

**Designworks™, Toronto, Ontario**

**Strategic Business Design, Summer 2007**

- Designed strategic marketing and business initiatives to promote customer acquisition and long term retention for an international, sporting goods manufacturer
- Conducted ethnographic market research to develop a rich understanding of the client's consumer
- Collaborated with multi-disciplinary, cross-cultural teams of designers and business professionals
- Communicated results and recommendations through an interactive presentation and business proposal

**Industrial Alliance Insurance and Financial Services, Toronto, Ontario**

**Senior Disability Specialist, 2004 – 2006**

- Developed inter-departmental relationships to ensure balanced claim adjudication, appropriate adherence to industry standards, and continued client satisfaction
- Conducted sales presentations with senior management resulting in the acquisition and retention of multi-million dollar premium revenues
- Managed a nationwide network of vocational rehabilitation providers, working with these parties to design successful wellness and return-to-work strategies for disabled individuals
- Developed and implemented innovative work flow processes in the conversion to a new IT claims management system, which increased staff efficiency by an estimated 30%
- Trained new employees in claims research and analysis techniques, effective customer communication, industry standards and protocols
- Led the launch of Industrial Alliance's first satellite claims office in Calgary, Alberta, which eventually developed into an independent functioning business unit

**National Life Assurance Company of Canada, Toronto, Ontario**

**Disability Claims Analyst, 2002 – 2004**

- Operated concurrently under three different branded agencies, which required recognizing and catering to the idiosyncratic needs of cross-cultural market segments
  - Analyzed long term disability claims leading to reduced and accurate reserve retention and increased funds available for investment
  - Produced regular client communication – written and oral – addressing client concerns, advising of claim status, and elucidating contractual coverage
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### PERSONAL INTERESTS

- *The Treehouse Group* - a multi-disciplinary think tank devoted to exploring innovative solutions to social issues
- Royal Conservatory Piano, Acoustic Guitar, *Sweet Jazz with The Boneless Cats*
- Leader of Industrial Alliance's United Way CN Tower Climb Team (*personal best time: 14 minutes, 22 seconds*)
- Camping, Golf, Cross Country Skiing, Tennis, Squash, Inner City Cycling