

Sheryl J. Moore

Work experience

2005 - Present Wink, Inc. Des Moines, Iowa

President and CEO

- Head of consulting firm that is the only resource in the nation that has product specifications and rates for life insurance products and annuities on the market, in addition to many that are no longer available for sale; much of the information is promoted on our insurance carrier, broker, and agent-based website, LookToWink.com
- Work with insurance carriers state insurance regulators to foster education on indexed annuity and indexed life products
- Currently provide consulting services to 15 different insurance carriers in the indexed annuity and indexed life markets in product development, marketing, competitive intelligence, research, and training
- Publisher of the industry's most reputable, and longest-running indexed sales survey; the quarterly *Wink's Sales & Market Report*

2004 - 2005 Principal Financial Group Des Moines, Iowa

Annuity Product Manager

- Assist with final development of indexed annuity and develop and implement training programs on product for proprietary field force
- Pull competitors' indexed, fixed, and variable annuity policy filings from state insurance department to analyze product offerings
- Assist indexed, fixed, and variable product development efforts and rate setting on monthly basis
- Analyze and communicate sales and product trends to home office and sales personnel on a monthly basis

2002 - 2004 AmerUs Group Des Moines, Iowa

Market Research Analyst

- Pull competitors' indexed annuity and indexed life policy filings from state insurance department to analyze product offerings
- Assist indexed annuity and indexed life product development efforts and rate setting on monthly basis
- Develop and implement training programs on indexed annuity and indexed life products for recruiting of new marketing organizations and agencies
- Analyze and communicate sales and product trends to home office and sales personnel on a monthly basis

2001 - 2002 AmerUs Life Des Moines, Iowa

Software Development Specialist

- Develop and maintain life and annuity illustration software
- Develop and maintain agent extranet site; provide troubleshooting and navigation assistance to users
- Lead/facilitate various technical projects such as the conversion of the illustration system and the integration of a single illustration system for the AmerUs Group companies
- Develop and implement indexed life and annuity product training programs for field agents and Home Office personnel

1999 - 2001 AmerUs Life Des Moines, Iowa

Telephone Customer Service Trainer

- Train all new inforce phone representatives on technical and procedural issues
- Develop and maintain training program for telephone representatives
- Lead/facilitate projects that affect inforce customer service representatives
- Act as a resource for all other Home Office personnel

Education

2008 - 2010 Grand View University Des Moines, Iowa

Political Science/Pre-Law

- Graduated Summa Cum Laude with a BA in Political Science/Pre-Law

1994 - 1996 Graceland University Lamoni, Iowa

Psychology/Sociology

- Pursued BA in Psychology and Sociology

1993 - 1994 U. of Northern Iowa Cedar Falls, Iowa

Marketing

- Pursued BA in Marketing

Accreditations

Life Office Management Association designations earned as follows:

2003- Associate, Customer Service

2004- Associate, Insurance Regulatory Compliance

2005- Associate, Insurance Agency Administration

2011- Associate, Life Management Institute

Publications

- Co-author of *The Encyclopedia to Indexed Products: Annuity and Life*
- Author of the monthly competitive intelligence newsletter on indexed annuity and life products.
- Published over 100 articles on indexed annuity and indexed life products and sales in the following trade journals and news media since May of 2005:

Allstate Financial's The Edge

Agent Sales Journal

Annuity News

Best's Review

BestWire

Broker World

Cyber Insurance News

The Des Moines Business Record

The Des Moines Register

InsuranceBroadcasting

InsuranceNewsNet

InsuranceNewsNet Magazine

Investment News

Life Insurance Selling

National Underwriter

The New York Times

Senior Market Advisor

Wall Street Journal

Awards and Recognition

- 2012 High Forensic Skill as an Orator, Buckley School of Public Speaking

Community Involvement

- 2009 – 2012 Financial Plus Credit Union Member of the Board
- 2012 – Present Society for Annuity Facts and Education Member of the Board
- 2011 – 2012 National Association of Fixed Annuities Education Committee