

# 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 all life insurance and non-variable annuities in 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, "Moore Market Intelligence"
- 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*

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| <b>Awards and Recognition</b> | <ul style="list-style-type: none"> <li>2012</li> </ul>  | High Forensic Skill as an Orator, Buckley School of Public Speaking  |
| <b>Community Involvement</b>  | <ul style="list-style-type: none"> <li>2012 – 2017</li> <li>2009 – 2012</li> <li>2011 – 2012</li> </ul> | <div>Society for Annuity Facts and Education</div> <div>President of the board</div> <div>Financial Plus Credit Union</div> <div>Member of the board</div> <div>National Association of Fixed Annuities</div> <div>Education Committee</div> |