

# Byron S. Sullivan

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## WORK EXPERIENCE

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### GEICO

September 2022 - Present

#### *Product Manager*

- Managed development and deployment of an application for GEICO sales agents across 33 states, resulting in a \$84.1 million increase in revenue
- Refined and deployed new functionality for the motorcycle insurance online sales process, leading to \$7.1 million in written premium sales and 15K new customers
- Developed the product roadmap and vision, prioritized features, and oversaw vendor relationships for GEICO's online customer ratings and reviews, cutting annual vendor spend by \$104K
- Documented functional and nonfunctional requirements based on customer feedback discussions, clickstream analytics, competitor research, and technical considerations
- Conducted A/B testing alongside dedicated developers to determine the quantitative impact of key features on quote starts and online conversion
- Created reports in Adobe Analytics, Google Analytics, and Google Search Console to track clickstream and SEO metrics like online conversion, click-through rate, and quote completion
- Conducted agile methodology ceremonies (backlog refinement, sprint planning, sprint retrospectives, and daily stand-ups)

### GEICO

March 2021 - September 2022

#### *Senior Strategic Business Analyst (SBA)*

- Conducted discovery sessions with technical stakeholders and users to create detailed business requirements and drive design enhancements
- Analyzed the in-app messaging, email communication, and customer feedback for current product offerings and provided recommendations for improvements before A/B testing
- Selected to assist the CEO's Chief of Staff with executive projects based on recognition for the highest performance rankings across all analysts in the program

### Ernst & Young (EY)

July 2018 - November 2020

#### *Strategy & Business Transformation Senior Consultant*

- Managed a workstream developing testing reports and dashboards for tracking system implementation progress and key metrics
- Created a reporting dashboard to identify and highlight key customer servicing trends, metrics, and measures as well as prioritize the client's areas of improvement
- Completed user research, documented gap analyses, and provided target state roadmaps following interviews with stakeholders on the current system and process pain points
- Independently oversaw the financials, invoicing, and forecasting for a \$3.5 million project

### Ernst & Young (EY)

July 2016 - July 2018

#### *Business Advisory Program Staff*

- Constructed and managed work and resource plans in project management role for multiple teams
- Built a use case scenario to analyze the systemic risks of a cyber-attack on the United States financial system

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## EDUCATION

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### The College of William & Mary, Williamsburg, VA

August 2019 - May 2021

#### Master of Science in Business Analytics

- Courses Included: Machine Learning, Artificial Intelligence, Tableau, SQL, Python, and R

### James Madison University, Harrisonburg, VA

August 2012 - May 2016

#### Bachelor of Business Administration in Economics

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## CERTIFICATIONS & INTERESTS

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- Scrum Alliance Certified Scrum Product Owner, Salesforce Certified Administrator
- Personal interests include soccer, hiking, and running