

Douglas D. Barone

Overview

A leader in the development of enterprise strategic direction for financial services companies, with broad management experience, and a strong strategic marketing mindset.

Career Achievements

2000–today

MetLife, Inc **New York, New York**

Vice President, Corporate Planning and Strategy

- Head of enterprise strategic and business planning activities for \$500b industry leader.
- Led annual construction, design and implementation of enterprise three year strategic and financial plan.
- Redesigned and managed Chairman’s governance activities (Monthly Operations Reviews / Finance Review meetings)
- Led numerous large scale strategic projects in M&A, new business development, cost efficiency, and financial systems areas.

1995–2000

The MONY Group (Mutual of New York) **New York, New York**

Assistant Vice President, Strategic Markets

- Reporting directly to Senior Vice President, CMO of \$14b financial services company (Hired specifically to modernize distribution, product mix and marketing strategies based on the new consumer paradigm)
- Installed two new distribution channels (MONY Resources, Trusted Securities Advisors -- together scheduled to generate 7%, 15% and 20% of MONY’s revenue, at significantly improved profit levels over a three year period)
- Built innovative new products and new marketing strategies for the traditional field force as well as for emerging distribution systems
- Installed new branding strategy. Evaluated, selected and managed corporate advertising agency relationships. (1999 billings: \$5M-\$10M)
- Evaluated potential acquisitions - Completed one subsidiary purchase
- Added Market Research and Planning to direct reporting responsibilities (1999)
- Acted as CMO’s Chief of Staff (Managing marketing budget of \$25M, staff of 98, department wide planning, strategic marketing analysis, new product development - budget reduced to \$18M through cost savings)
- Also led e-commerce development, in-force customer marketing development, affinity credit card investigation, corporate positioning analysis, and direct response marketing activities.

1985–1995

USF&G Corporation

Baltimore, Maryland

Assistant Secretary, Marketing & Distribution, F&G Life

- Business Line Manager with P/L responsibilities for 2/3 of FGL's revenue (1992-1995) – *Currently (2003) top five producer of payout annuities in industry*
- Concurrently held position of Vice President, F&G Securities
- Manager, Product Development & Marketing Research (1991-1992)
- Manager, Pension Marketing (1990-1991)
- Various marketing and administrative positions in pensions, qualified plans, and general product lines (1985-1990)

**Formal
Education**

Sellinger School of Business & Management

Loyola College, Maryland

Executive MBA Program, Fellows, 1992

Graduated with high honors -- *Alpha Sigma Nu, Beta Gamma Sigma (honors societies)*

St. Lawrence University

Canton, New York

Bachelor of Arts, Economics, 1983

**Professional
Education**

Wharton, University of Pennsylvania

Brand Management, 1996

Darden, University of Virginia

Sales Force Management, 1995

Strategic Marketing Management 1994

Kepner-Tregoe Management Consultants

Project Management, 1993

Decision Making & Problem Solving, 1993

University of Michigan, School of Business Administration

New Product Development Management, 1992

USF&G Management Training Program, 1991

**Professional
Certification**

Chartered Life Underwriter, CLU

Certified Employee Benefit Specialist, CEBS

NASD Principle (63), and Broker (6,26) – *Not current*