

Byron S. Sullivan

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WORK EXPERIENCE

GEICO

September 2022 - Present

Product Manager

- Managed development and deployment of an application for GEICO sales agents across 33 states, resulting in a \$102.4 million increase in revenue
- Refined and launched new functionality for the motorcycle insurance purchase flow, leading to \$7.1 million in written premium sales and the acquisition of 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
- Executed A/B tests to quantify feature impact on conversion and engagement, applying data-driven insights to guide prioritization and strategy
- Mentored and managed Product Analysts, providing guidance on product delivery best practices, requirements documentation, and stakeholder management
- 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
- Led agile methodology ceremonies (backlog refinement, sprint planning, sprint retrospectives, and daily stand-ups), ensuring alignment and timely delivery within cross-functional teams

GEICO

March 2021 - September 2022

Senior Product Analyst

- Analyzed in-app messaging, email communication, and customer feedback to recommend telematics engagement strategies that were A/B tested and deployed, increasing adoption and retention
- Facilitated discovery sessions with stakeholders and end users to define detailed requirements, translating pain points into actionable design enhancements
- Conducted a card sort analyzing the reorganization of knowledge management content, improving global usability, and reducing navigation friction for end users
- 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

- Defined target-state roadmaps by conducting stakeholder interviews and documenting system gaps, aligning solutions to business strategy and user needs
- Managed a cross-functional workstream to design testing dashboards and performance metrics, providing executives with real-time visibility into system implementation progress
- Designed reporting dashboards to surface customer behavior trends and prioritize improvement areas, enabling data-driven product decisions

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

EDUCATION

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

CERTIFICATIONS

- Scrum Alliance Certified Scrum Product Owner, Salesforce Certified Administrator