

## **Bobby G. Lacer, Jr.**

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Online Resume: [www.BobbyLacer.com](http://www.BobbyLacer.com)

### **EDUCATION**

- Master of Science in Marketing and Communications / Franklin University (May 2003)
- Bachelor of Arts in Journalism - General Editorial / University of Kentucky (May 1997)
- Associate in Arts / Henderson Community College (December 1995)
- Graduate of the TGCI Grantsmanship Training Program (2006)

### **LICENSES/CERTIFICATIONS**

- Kentucky, Indiana, Ohio, & Tennessee Life Insurance License (2005-Present)
- Kentucky, Indiana, Ohio, & Health Insurance License (2003-Present)
- NASD Series 6 & 63 Investment Representative Licenses (2005)
- Kentucky State-At-Large Notary Public (1997-2001 / 2004-Present)
- FCC Board Operator's License (1993-Present)

### **ACCOMPLISHMENTS**

- Top Sales Agent in Market with Combined Insurance earning Leader's Club / President's Club Chairman's Club Quarterly Sales Awards (2009-2010)
- Combined Insurance Gold Winners Sales Record for 56 consecutive weeks (2009-2010)
- Closed more than \$120 million in governmental leases and served as point-person for organizing and closing advance revenue bonds in excess of \$100 million with KACo (2005-2009)
- Graduate of the Leadership Kentucky Class of 2007
- Helped SECU see a growth of 70% in assets during first 18-months of service (August 2000 – February 2002)
- The President's Call To Service Award" for Lifetime Achievement from the White House (2006)
- Henderson Lions Club "Cub of the Year" (2005)
- Graduate of the Leadership Henderson Class of 2004
- Awarded the Ohio Credit Union System's "Marketing Brilliance Award" (2002 & 2003)
- Completed CUES Certified Marketing Institute (2001)
- National Youth Involvement Board's "Outstanding Volunteer of the Year" (2000)
- CUNA's Marketing Management School - System I & II (1999 & 2000)
- Completed CUNA Mutual Group's Business Development Sales Training - Systems I & II (1999 & 2000)

### **SOFTWARE & PROGRAM EXPERIENCE**

- Microsoft & Corel Office Suites
- Microsoft Access & PowerPoint
- Numerous insurance, investment, and banking programs
- Adobe PhotoShop/PageMaker & Quark Express, HTML, FrontPage, Dreamweaver
- Marketing Customer Information Files (MCIF)
- IBM and Macintosh computer systems

## **EMPLOYMENT**

Transamerica Agency Network / Evansville, Indiana

*Sales Manager – Northwestern Kentucky/Southern Indiana Territory*

February 2012 – Present

- Manages sales representatives within our two state territory.
- Identify and develop existing and new relationships with clients throughout the region.
- Provide customer service and manage claims on insurance accounts.
- Recruit, hire, train and develop new sales agents.

TRISTAR Benefit Administrators / Henderson, Kentucky

*Regional Sales Manager – Kentucky/Indiana/Ohio/Tennessee Region*

February 2011 – November 2011

- Supervise all sales within the four state region.
- Identify and develop new relationships with brokers and client groups throughout the region.
- Work directly with TRISTAR account managers to develop quotes for client groups.
- Develop all initial relationships and company infrastructure within the region.

KCTCS / Indiana Wesleyan University / Sullivan University / Mid-Continent University

*Adjunct Faculty*

January 2005 – Present

- Available to teach several courses, in Business and Communications, including; Basic Public Speaking, Principles of Marketing, Interpersonal Communications, Introduction to Management, Personal Finance, Principles of Insurance, Business Management, Introduction to Journalism, etc.

Combined Insurance / Henderson, Kentucky

*Territory Manager – Northwestern Kentucky/Southwestern Indiana Territory*

September 2009 – February 2011

- Manager agents and account executives within our two state territory.
- Identify and develop existing and new relationships with clients throughout the region.
- Provide customer service and manage claims on insurance accounts.
- Oversee recruiting and manage all agents and account executives in territory.

Kentucky Association of Counties / Frankfort, Kentucky

*Marketing/Financial Analyst*

September 2005 – August 2009

- Oversee all marketing, public relations, and business development for the financial services division.
- Identify and develop existing and new relationships with Kentucky counties and special districts.
- Analyze, approve/deny, and close governmental lease and advanced revenue bond requests for Kentucky county fiscal courts and special districts.
- Facilitate governmental bond issuance for long and short-term leasing and grant writing and proposals.

Prudential Financial / Henderson & Louisville, Kentucky

*Financial Services Associate*

May 2005 – August 2005

- Identify and develop existing and new relationships with clients throughout the region.
- Provide customer service and manage both investment and insurance accounts.
- Provide financial and estate planning services for all clients.

Community Care Healthcare Network / Henderson, Kentucky

*Marketing Director*

June 2003 – December 2004

- Identify and develop existing and new healthcare relationships with companies throughout region.
- Oversee functions of the Occupational Medicine and Health Fairs sponsored by Methodist Hospital.
- Served as public relations spokesperson with current and future clients and at community events.
- Develop and manage a Microsoft Access database of companies, brokers, and TPAs nationwide.

State Employees Credit Union, Inc. / Columbus, Ohio

*Chief Marketing Officer*

August 2000 - January 2003

- Manage in all aspects of Marketing – public relation, promotions, advertising and graphic design, copy writing and editing, direct mailings, presentations, develop and manage marketing budget, plan and manage credit union events, organize and handle accounts with outside vendors and contacts, e-Commerce, staff training, etc.
- Business Development - Develop and organize on-sight visits and presentations throughout all of the state, university, and community offices. Supervise the productivity of SECU's Business Development Coordinator.

Western Credit Union, Inc. / Columbus, Ohio

*Vice President of Marketing*

August 1999 - August 2000

- Manage all aspects of Marketing – public relations, promotions, advertising and graphic design, copy writing and editing, direct mailings, presentations, member and staff training, develop and manage marketing budget, plan and manage credit union events, organize and handle all outside accounts.
- E-Commerce - Manage and develop all credit union related e-commerce initiatives.

University of Kentucky Federal Credit Union / Lexington, Kentucky

*Marketing/PR Assistant*

July 1997 - July 1999

- Assist with all aspects of Marketing – public relations, promotions, advertising and graphic design, copy writing and editing, direct mailings, presentations, member and staff training, develop and manage marketing budget, plan and manage credit union events, organize and handle all outside accounts.
- e-Commerce - Manage and develop all credit union related e-commerce initiatives.
- Assist the Director of IS with network, mainframe, and PC maintenance and service of local branches.

## **VOLUNTEER & CHARITABLE ACTIVITIES**

- Big Brothers Big Sisters of Henderson (2011-Present) – Big Brother / Advisory Committee
- Henderson County Senior High School, Marketing Advisory Committee (2011-Present)
- PCMA Youth Baseball (2011-Present) – Board of Directors, Commissioner
- W.C. Handy Blue & Barbeque Festival (2011-Present) - Board of Directors
- Riverview Pre-School (2010-Present) - Board of Directors
- Local Volunteer Fire Departments (2004-2005/2010-Present) - Fire Fighter
- Henderson City/County Rescue Squad & KY SAR-3 (2010-Present) - Rescuer
- Kentucky Housing Authority Policy Advocacy Committee (2006-2009)
- Local Young Professionals Associations (2004-2009)
- Henderson Civil Service Commission (2004-2005) - Commissioner
- Henderson Community College, Joint Program Advisory Committee (2004-2005)
- Henderson Lions Club (2004-Present) - Officer/Committee Member
- Youth Sports for City League & YMCA (2003-Present) - Coach
- Friends of Audubon Foundation (2003-2005) - Board of Directors
- Simple Dreams Anti-Drug Foundation (2002-2004) - Spokesman
- Ohio Community Outreach Committee (2001-2003)
- Kentucky and Ohio Youth Development Committees (1998-2003)
- National Youth Involvement Board (1998-2002) - Executive Committee / Regional Coord.
- United Way of Henderson (1999-Present) - Campaign Committee Member
- Campus Credit Union Council (1998-2001) - Executive Committee / Vice Chairman
- Bluegrass Search & Rescue (1998-1999) - Rescuer & K-9
- Phi Kappa Tau Fraternity (1995-Present) - Former Chapter President, Former Housing Corporation Chairman & Current Board of Governors