

Anoop Kumar

Certified Corporate director

M.A. | PG-HRM | Associate- Insurance Institute of India

Executive Director(Retired), Life Insurance Corporation of India

Profile Summary

A respected life insurance executive with extensive experience and established track record of leading and guiding large cross functional teams of sales, operations, Human resources and training executives..

Experienced leader in knowledge management and training initiatives; launching products, driving efficiencies, engagement and revenue.

Expert public speaker and presenter with ability to forge lasting relationships with strategic partners and other financial institutions in the public sector and private sector.

Expert negotiator with an ability to resolve trade union disputes and improve personnel & industrial relations environment for enhanced productivity.

Considered among the top rated motivational speakers in L.I.C. for life insurance sales and marketing, human resource management, customer relationship management and sales through multiple distribution channels and verticals among the target groups consisting of executives, bank officials, marketing teams, sales managers (Development Officers), agents, trainers and executives representing different verticals and distribution channels.

Assignments

Organisation : Life Insurance Corporation of India Dec-1985 to Dec-2020

Zonal Manager (Exec. Director) April-2019 to Dec-2020

Head of L.I.C's entire operation in Northern India, based out of its North Zone headquarterd at New Delhi covering the States /U.Ts of Delhi, Rajasthan,Punjab, Haryana, Himachal Pradesh, Jammu & kashmir, Leh-Ladakh and Chandigarh. The Zone was spread over 17 Divisional offices having more than 550 Offices and 4 Training Centres. The total team consisted of over 15500 Officers and employees and about 181000 Agents.

Director of Zonal Training Centre (North Zone) May-2018 to Apr-2019

Based at Gurugram (N.C.R). Responsible for designing and imparting training to the Employees, Marketing Officials and Sales Force of the entire North Zone. Especially entrusted by L.I.C's Corporate Headquarters to design various Training Modules for Marketing Officials and Field Force. LIC had approved and rolled these out as the official training modules countrywide.

Regional Manager (Marketing) 2016 to 2018
Based at Patna East Central Zone. In charge of Marketing operations and all sales related activities spread over the States of Bihar, Jharkhand and Odisha having more than 125000 Agents apart from Marketing Officials.

Regional Manager (Personnel & Industrial Relations) 2015 to 2016
Based at Kolkata (East Zone). Responsible for matters pertaining to employees' promotions, transfers and job rotations and also for promotion of productive environment in the Zone covering the States of West Bengal, Assam ,Manipur ,Mizoram ,Nagaland ,Arunachal Pradesh , Meghalaya, Tripura and Sikkim and also the U.T of Andaman & Nicobar Islands.

Regional Manager(Marketing) 2012 to 2015
Based at Kolkata (East Zone). Responsible for Marketing operations and all sales related activities of East Zone. The number of Agents in this Zone was about 160000 and the areas covered were as mentioned under the assignment preceding this one.

Regional Manager(Marketing-CLIA) 2008 to 2012
Based at Kanpur (North Central Zone) looking after the states of Uttar Pradesh and Uttarakhand. I was the founding leader of CLIA (Chief Life Insurance Advisor) Vertical of LIC at North Central Zone in 2008. This vertical was started to support and enhance the performance of top rated and senior agents of LIC.

Senior Divisional Manager in charge of two Divisions- 2003 to 2008.

Business Development Manager, Central Zone Bhopal 2002 to 2003
Started and headed the Bancassurance & Alternate Channel of Central Zone.

Marketing Manager, Shahdol Division 2000 to 2002

Faculty Member, Zonal Training Centre , Bhopal 1997 to 2000

Prior assignments with LIC- Senior Branch Manager , Branch Manager, Astt. Branch Manager and Astt. Administrative Officer.

Educational & professional qualifications

Post Graduate in Political Science from Patna University (1981)
PG Diploma in Human Resource Management from IGNOU (1995)
Certified Corporate Director from Institute of Directors (2020)
Qualified - Associate Examination of Insurance Institute of India (2020)

Contact

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