

Tyler J Anderson... Experienced & Impactful Leader, Culture Builder, & Mentor

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My track record in sales and operations leadership and in building high-performing sales cultures has allowed me to exceed every goal and expectation across multiple industries. Throughout my career I've led teams from 50 to over 1,000 with responsibility for sales, operations, finance, human resources, marketing, and even board structure and recruitment.

As a trusted resource for stakeholders of all levels, I understand what motivates employees to deliver exceptional results and excel in fostering cultures of engagement, empowerment, accountability, and transparency.

- **Leadership:** My passion for leadership and sales cultures is fueled by my unwavering internal drive to make a meaningful impact in everything I do, allowing me to deliver sales growth of **140%** or more across **3 industries**.
- **Entrepreneur Success:** Owned and operated multiple successful ventures; auto detailing, lost luggage delivery, insurance lead generation, rental car, and Insurance franchises **before the age of 21**.
- **Accomplishments:** Earned **over 120** leadership awards, including **"Manager of the Year"** three years in a row.

Strengths & Talent that Deliver Stakeholder Value

Collaborative Team Leader	10		Talented & Results Driven	10	
Culture Development	9		Masterful Communicator	9	
Creative Adaptive & Resourceful	8		Accountability	9	
Innovative Sales Strategies	9		Methodical Decision Maker	8	
Change Management	8		Strategic Planning	9	

Committee and Board Experiences

Co-Chairman – Lummi Nation Boys & Girls – Annual Auction and Golf Tournament Fundraising Committee
(2019 – Active) Annual Donations of \$600,000.

Committee Member – Swinomish Tribe Boys & Girls, Tulalip Tribe Boys & Girls, CTSI Heritage Foundation
(2021 – Active) Annual Donations of \$200,000 to \$1,100,000.

Leveraging Vision and Entrepreneurial Drive to Deliver Breakthrough Results

ANDERSON GROUP CONSULTING, Snohomish, WA

2025 – Current

LEADERSHIP AND SALES CONSULTANT, EXPRESS PROFESSIONALS, WASHINGTON

Contracted to provide leadership, sales expertise, and training for a local Express Professionals franchise. Partner with the ownership group and staff to drive consistent, profitable growth through both inside and outside sales.

ULRICH INVESTMENT CONSULTANTS, Seattle, WA

2023 – 2024

SENIOR INVESTMENT CONSULTANT, NATIVE AMERICAN MARKETS, UNITED STATES

Hired to expand the West Coast market providing investment and government-to-government contracting services to Tribes, collaborating with agencies such as BIA, HUD, IHS, U.S. Treasury, NCAI, and TTAC driving engagement and new opportunities.

- 401(k), institutional investing, A8 funding, debt refinancing, asset-based lending, and section 105 leasing

MUTUAL OF AMERICA FINANCIAL, New York, NY

2014 – 2022

VICE PRESIDENT, U.S. TRIBAL MARKETS

Hired for my expertise in sales, marketing, and recruitment to build a strong sales culture within a Fortune 1000 organization providing 401(k) and 403(b) plans to Tribal Governments & Enterprises. Led the planning, development, sales operations, and account management of the Tribal Market across the U.S., overseeing 43 regional offices and 2,000+ employees.

- Established new Tribal Market leading sales and operations across 38 regional offices in under 16 months.
- Expanded market to serve 108 Tribal clients and over \$480 million AUM, ranking as the industry leader.
- Consistently ranked in the top 5% achieving 126%–433% of annual quota.
- Secured an exclusive partnership providing endorsement and access to a market valued at \$1.4 billion.

NATIONAL GENERAL INSURANCE, (division of Allstate), Seattle, WA

2013 – 2014

TERRITORY SALES MANAGER

Recruited by a former college for an interim role managing the Washington and Oregon territory with a focus on expansion by providing product and contract management support to independent insurance agencies.

- Developed and managed 180 insurance agencies, generating \$24M in annual revenue, achieving 68% YOY growth.

NSUI/ETHOS, Bellevue, WA

2012 - 2013

WHOLESALE DIRECTOR

Recruited to develop, market, and launch a high-risk medical malpractice insurance program, distributed nationally through elite independent insurance agencies. The company was successfully sold within eight months.

FARMERS INSURANCE AND FINANCIAL SERVICES, Central California | Greater Seattle Area

2005 – 2012

PRESIDENT OF DISTRICT OPERATIONS, Greater Seattle Area (2011 – 2012) - Bakersfield, CA (2006 - 2011)

Owned and operated Farmers Districts in Bakersfield, CA and Seattle, WA. Responsible for 92 independent insurance agencies and over 200 employees with \$168 million in P&L responsibility. Responsible for all sales, operations, human resources, recruiting, licensing, and industry regulations.

- Ranked #1 in recruiting for four consecutive years while breaking the company record for agency recruitment success.
- Created an elite commercial insurance agency program tied to the CIC designation, later adopted nationwide.
- Established and managed agency lead and call center to support sales efforts, that was adopted nationwide.

Education, Licenses and Professional Designations

BBA, University of Phoenix
-Business Management

FINRA Series 6, 63 and 26 Securities Licenses, Life and Health Insurance License

- **THRP**, Tribal Human Resources Professional

- **CRPS** Chartered Retirement Planning Specialist

Presentations and Public Speaking Experiences

Public Speaking at over 60 Regional and National Conferences

Guest Speaker at Multiple Colleges and University Career Events in California and Washington
Spokesperson for WIIA and CIF WA and CA Inter Scholastics Sport Championships.

Active Participant in U.S. Treasury, TTAC, HUD, BIA, HIS, and DOD Training Sessions

Leadership Development Mentor SCORE (Washington State Small Business Office)

Certified Specialist in Excel, Word, Power Point, Outlook, Power BI, SharePoint, Salesforce, and More

Certified Needs Analysis Mentor and Sales Coach