

# Ralph W. Smithers, Jr., CPCU, API, AIS

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## Skill Summary

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|--|---|---|
| ➤ Associate Engagement                               | ➤ Development and Delivery of   | ➤ Philanthropy  |
| ➤ Business writing/communications                    | Training Programs (Management, Sales, technical insurance, soft skills) | ➤ Project management                                    |
| ➤ Call Center Management                             | ➤ Development/Coaching  | ➤ Public Speaking/Facilitation                          |
| ➤ Community Engagement                               | ➤ Diversity and Inclusion   | ➤ Strategy team leader                                  |
| ➤ Corporate Strategy/Charter development/sponsorship | ➤ GIFTS OnLine/Angel Points philanthropy packages                       | ➤ Volunteer Program deployment                          |
|  |   | ➤ Website and Mobile application development/technology |

## Professional Experience

**January 2014 to present**      **Assistant Vice President, Diversity and Community Relations /Talent Management**  
**Motorists Insurance Group, Columbus, Ohio**

- Formalized all corporate philanthropic activity including automating and managing the Motorists Foundation (GIFTS Online), automating and managing volunteer programs (Angel Points), managing the company's various fundraising campaigns including Operation Feed, United Way and other monthly campaigns and drives. Represent and speak on behalf of the company at various community events. Also lead meeting of local corporate philanthropy professionals to learn and share best practices.
- Developed a robust diversity and inclusion strategy and executed/facilitated key components of the strategy including an organizational assessment, business resource groups, supplier diversity, on-boarding strategies and training. Active participant in organizations such as the Central Ohio Diversity Consortium to learn, disseminate and execute best practices in Diversity and Inclusion.
- Launched seven robust associate resource groups.
- Developed and executed a robust internal communications function including deploying Yammer and developing and executing various communication strategies leveraging social media, e-mails, formal documents and videos to engage associates.
- Led a team to develop and execute a robust internship program including leading a comprehensive orientation, mentor program, sponsoring group projects for intern teams, community service activities, social activities as well as facilitating company housing options.
- Supported the development and design of human resources through active participation in the development of the CHRO vision.
- Reports the Chief Strategy Officer (previously reported to the Chief Human Resources Officer)

**January 2010 to January 2014**      **Vice President, Agency Technology and Customer Service**  
**Motorists Insurance Group, Columbus, Ohio**

- Identified agency interface priorities and advanced agent-facing technology services and integration with legacy systems.
- Designed and implemented innovative call center practices for all companies in the group with documented improvements in customer experience and customer service representative service delivery.

- Led a process to design and deliver a highly useful mobile application significantly before our competitors to facilitate access to ID cards, filing claims and finding local agents.
- Delivered presentations to the President Advisory Council agents
- Reported to the Chief Marketing Officer
- Role was eliminated after a restructuring and the company's direction to move to a new technology platform.

**May 2002 to  
January 2010**

**Assistant Vice President, Personal Lines Underwriting  
Motorists Insurance Group, Columbus, Ohio**

- Responsible for the profit and loss of approximately half of the company's personal lines business.
- Managed a team of nine underwriters.
- Managed the company's personal lines casualty lines of business (auto, umbrella, non-standard auto).
- Leadership role in the rate study process, identification and execution of product initiatives and interacting with agency stakeholders.
- Reported to the Vice President of Personal Lines.

**September 1998  
to May 2002**

**Assistant Vice President, Training and Development  
Motorists Insurance Group, Columbus, Ohio**

- Managed a team of three trainers.
- Designed, developed and delivered company training programs to all stakeholders (including associates and agents).
- Supported Human Resources initiatives including recruiting, on-boarding, enhancing the company's performance appraisal system and delivering presentations to support benefit changes.
- Supported the development and execution of human resources policies.
- Developed a robust "Take Your Child to Work" program and other associate engagement activities.
- Reported to the Chief Human Resources/Administration Officer

**Other roles:**

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|--|--|
| • <b>Senior Training Consultant (1994-1998</b>   | ➤ <b>Personal Lines Underwriter (1989-991)</b>                           |
| • <b>Commercial Lines Underwriter (Motorists Insurance/Beacon Insurance—1991-1994)</b> | ➤ <b>Customer Service Representative (J.C. Penny Insurance 1985-1989</b> |

## Non-Profit and Industry Leadership Experience

**June 2015 to Present**

**Board Member (Secretary, Human Resources Chair, Young Professionals Advisor,  
National Conference Delegate)  
Columbus Urban League, Columbus, Ohio**

**January 2010 to Present**

**Trustee (Treasurer, Vice President)  
Discovery Special Improvement District/SID Public Services, Columbus, Ohio**

**August 2016 to Present**

**Meals on Wheels Volunteer, Route Coordinator (2016 Meal Route Spirit Award)  
Life Care Alliance, Columbus, Ohio**

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|---|---|
| <b>January 2014 to Present</b>          | <b>United Way of Central Ohio (Motorists Group Campaign Chair, Key Club Steering Committee Chair, Celebration of Excellence Judge)<br/>United Way of Central Ohio, Columbus, Ohio</b> |
| <b>2010 to present</b>                  | <b>Partner and Major Financial Contributor<br/>Buckeye the Trend Scholarship, The Ohio State University</b>   |
| <b>September 2001 to September 2007</b> | <b>Board Member (Secretary, HR Chair, Humanitarian of the Year Sales Committee)<br/>American Red Cross of Greater Columbus</b>  |
| <b>June 1998 to June 2000</b>           | <b>President<br/>Columbus Chapter of the Society of Property Casualty Underwriters (CPCU)</b>   |
| <b>September 2010 to June 2013</b>      | <b>Board Member (2007 MacGilvery Prize Winner)<br/>Future Possibilities, Inc., Columbus Ohio</b>  |

## Education

### **The Ohio State University Fisher College of Business**

#### **Bachelor of Science, Finance/Insurance and Risk Management, 1989**

- *Activities and Societies:* Phi Beta Sigma Fraternity, Inc., Gamma Iota Sigma Professional Insurance Fraternity, Dean's List, Minority Scholars Program Scholarship Recipient, Office of Minority Affairs Superior Service Award

### **The Ohio State University Fisher College of Business**

- Emerging Leader's Institute Executive Education Program, 2002

## Certifications

- Chartered Property and Casualty Underwriter (CPCU), 1994
- Associate in Personal Insurance (API), 2005
- Associate in Insurance Services (AIS), 2006

## Other Activities

- Junior Achievement Volunteer
- New Albany Youth Football League (Board Member/Coach)
- Central Ohio Insurance Education Day Committee/Chair
- Professional Insurance Agents (PIA) of Ohio Education Committee/Chair
- NAMIC Personal Lines Underwriting and Marketing Seminar Chair/Presenter
- North Village Homeowners Association President
- Who's Who in Black Columbus
- Central Ohio Diversity Consortium
- Central Ohio Insurance Education Committee (Chair)
- New Albany High School Football team volunteer and booster club member

## References

Available upon request