

Harrison Cody Good

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PROFESSIONAL SUMMARY

Operations and revenue operations leader with 10+ years of experience building scalable sales support systems, workforce planning processes, reporting infrastructure, and automation workflows across insurance and SaaS organizations. Experience leading distributed teams, improving funnel performance, and implementing automation workflows.

PROFESSIONAL EXPERIENCE

Embedded Insurance – Remote

Director of Agency Operations | 2025–2026

- Built and scaled a remote insurance agency operation, overseeing onboarding, QA, training, compliance, and daily operational processes for 10+ licensed agents.
- Implemented automated outreach and workflow processes using Apten, AgencyZoom, and ChatGPT, supporting growth from \$49K to \$393K in monthly written premium and increasing monthly bound policies from 33 to 345.
- Built KPI reporting and forecasting across staffing, sales performance, and marketing demand to improve visibility into operational performance and resource planning.
- Developed SOPs, training documentation, and internal knowledge base systems using Google Sites and Google Classroom to standardize onboarding and operational workflows.

Elite Insurance Group – Remote

Director of Sales & Operations | 2020–2024

- Increased average sales per agent by 75% within six months through structured coaching, performance tracking, and operational accountability processes.
- Redesigned lead routing and allocation workflows, reducing lead abandonment rates by 87% while improving response coverage and operational efficiency.
- Evaluated and implemented outreach and automation platforms to support scaling initiatives, reduce engagement costs, and improve cross-sell performance beyond forecast targets.
- Built recruiting, onboarding, and training processes to improve ramp time, workforce planning, and operational consistency across distributed teams.

GradGuard – Phoenix, AZ

Operations Consultant (Contract) | 2024

- Implemented AI-assisted ticket response workflows that reduced average handle time by 48% and improved support responsiveness.
- Redesigned staffing and workflow management processes, reducing required support headcount by 60% while improving abandonment performance by 52%.
- Evaluated CRM and omnichannel communication platforms and supported implementation planning for operational scaling initiatives.

Gabi by Experian – Remote

Director of Sales Operations | 2021–2024

Sales Manager, Operations | 2020–2021

- Drove scaling initiatives during company growth from \$5M to \$19M in monthly revenue through workforce planning, process redesign, and automation improvements.
- Led distributed operations teams consisting of 65 sales agents, 5 managers, and 110 international support specialists across the U.S., Poland, and Costa Rica.
- Implemented outreach automation and lead management workflows that reduced call abandonment rates by 74% and improved conversion performance by 20%.
- Created staffing forecasts, KPI reporting, and operational dashboards to support hiring plans, performance management, and organizational scaling.
- Developed automated documentation and policy workflow processes that reduced manual workload and improved quote turnaround efficiency.
- Helped launch and scale Costa Rica operations, improving staffing coverage and increasing workforce productivity by 20%.
- Partnered cross-functionally with Finance, HR, Compliance, Product, and CX teams to improve workforce planning, compensation processes, and operational workflows.

UPS – Tempe, AZ

Sales and Training Leadership Roles | 2012-2019

Promoted through multiple leadership roles supporting enterprise sales and support.

- Led high-volume sales and customer operations teams consisting of 32 account executives and 5 team leaders within a fast-paced national call center environment supporting a \$630M annual business portfolio.
- Designed and implemented training, QA, and coaching programs that improved operational performance, reduced acquisition costs by 15%, and supported large-scale workforce development initiatives.
- Spearheaded territory and workflow redesign initiatives that contributed to 40% year-over-year revenue growth and improved operational efficiency.
- Built leadership development infrastructure resulting in 20 internal promotions within one year while strengthening retention and performance management processes.

- Facilitated Challenger Sales Model training and operational enablement programs across large-scale enterprise sales organizations.

EDUCATION

Master of Science, Leadership – Grand Canyon University

Bachelor of Science, Philosophy & Religious Studies – Arizona State University