

# USC Leonard Davis School of Gerontology

**Job Posting: Hartford**  
**May 5, 2006**

Job Position: Corporate Gerontologist with Financial Expertise  
Location: Southington, CT

## Organizational Overview:

The Hartford is one of the oldest and largest investment and insurance companies in the United States. Founded in 1810, this company is a leading provider of automobile and homeowners products, business insurance, investment products, life insurance, and group & employee benefits. Recognized for the diversity of its product portfolio and distribution networks, the client serves customers through independent agents and brokers, financial institutions, affinity groups and via the Internet. Approximately 11,000 independent agencies and more than 100,000 registered broker/dealers sell the company's products. The company has approximately 30,000 employees in the U.S. and serves customers worldwide. The Property & Casualty (P&C) Operations include business insurance, specialty commercial and personal lines. This business had 13% written premium growth in ongoing businesses with strong growth in small business insurance and personal lines.

Corporate Gerontology is a specialty that is rare in American business. In the mid-1980s, The Hartford began building an expertise in corporate gerontology to support its newly acquired AARP business. Since then, the Corporate Gerontology unit has become a critical business support function for The Hartford and a showpiece in the nation

## Job Description:

Reporting to the Assistant Vice President, Corporate Gerontology, the **Corporate Gerontologist** will be responsible for combining aging expertise with business and financial acumen to deliver business solutions for The Hartford Financial Services Group that contribute to profitable growth and industry leading sales and customer satisfaction. He/She will be integral in creating and directing innovative, mature market strategies that equip management, staff and business partners with the critical insight and knowledge to ensure successful business interactions with the 50+ customer segment.

## Job Responsibilities and Duties:

*Create and deliver business solutions for corporate departments within The Hartford. (35%)*  
Combine aging expertise with business and financial acumen to deliver business solutions that contribute to profitable growth and industry leading customer satisfaction. Interpret mature market trends and develop recommendations that are linked to critical business issues. Represent the 50+ customer's perspective in the development of business solutions. For example: shape customer/product research efforts and advise on strategic product features, benefits and positioning. Continually analyze the complex interaction of business priorities and changing customer needs to develop targeted initiatives that impact positive business results. Leverage

new research in the field of aging to develop specific communication approaches for maximizing sales and service effectiveness. Influence the design of product information, customer communications materials and the navigation features of telecommunication and web technologies to ensure successful utilization by customers.

*Develop The Hartford's Position as an Industry Leader in the Mature Market. (35%)*

Analyze current and emerging trends and national policy changes in the field of aging that impact the financial services industry. Direct original research to identify opportunities for delivering products and services that address critical unmet needs in the marketplace. Develop national public education campaigns that position The Hartford as a thought leader on issues that impact the mature market. Create and deliver major presentations that showcase The Hartford's business and aging expertise at national forums, broker meetings, client meetings, and trade shows. Collaborate with the corporate Media Relations team to capitalize on the Hartford's expertise in the mature market. Represent The Hartford with the media.

*Direct Mature Market Initiatives and Education for corporate departments within The Hartford. (20%)*

Create and direct innovative initiatives and education that equip management, staff and business partners with critical insights and knowledge to ensure successful business interactions with the 50+ customer. Continually analyze the complex interaction of business priorities and changing customer needs to develop targeted initiatives that impact positive business results. Leverage new research in the field of aging to develop specific communication tools that equip management and staff to recognize and respond to unique customer needs. Respond to business and market demands by creating innovative delivery channels for education initiatives.

*Deliver Gerontology Services to Hartford Business Partners. (10%)*

Enhance The Hartford's business partner relationships by delivering unique gerontology solutions that address their business goals and objectives. Work as a strategic partner and subject matter expert on programs and initiatives that offer unique benefits to the aging population. Develop and deliver customized seminars and presentations that enhance business partners' success in delivering products and services to the 50+ consumer.

Qualifications:

- Masters or PhD degree in Gerontology required
- Demonstrated high caliber business and advanced financial acumen required
- Experience/knowledge in financial gerontology strongly preferred
- Experience in the financial services industry a plus
- Financial designation/licenses a plus
- In depth expertise in project management, identifying priorities and actions to support priorities
- Superior communication skills, both oral and written
- Proven experience presenting to senior leaders

Contact:

At the Hartford, our compensation philosophy is simple: we pay competitive base salaries and reward performance. The base salary range for this position is \$91,000 to \$123,000. Target bonus and long term incentive will also be offered. Relocation is also available as appropriate. In addition, you will be eligible to participate in our comprehensive benefits program including Medical, Dental, Life and Disability Insurance, a 401K Plan, an Employee Stock Purchase Plan and more.

**For immediate consideration please send your resume and/or inquiries to [jodi.wallach@thehartford.com](mailto:jodi.wallach@thehartford.com).**