

# CHRIS KNAPP

CUSTOMER STRATEGY & ANALYTICS LEADER



## PROFESSIONAL OVERVIEW

Strategic analytics leader with 14 years at Progressive. Contributed \$120MM Annual LUP through sponsored projects (\$60MM) and analyst team portfolio (\$60MM). Expert in test design methodology and transforming data into a strategic asset. Proven track record of developing high-performing teams. Committed to evolving CX data culture by championing AI-forward strategies.

## CMR CUSTOMER EXPERIENCE

<b>Manager, Customer Strategy</b>	<b>CXJ Onboarding &amp; Renewal Team</b>	<b>Jan 2026 – Present</b>
<b>Manager, Data Analysis</b>	<b>CXJ Onboarding &amp; Renewal Team</b>	<b>Mar 2024 – Jan 2026</b>
<b>Assoc Manager, Data Analysis</b>	<b>CXJ Onboarding &amp; Renewal Team</b>	<b>Jun 2023 – Mar 2024</b>

- Delivered \$60MM Annual LUP through sponsored Customer Outreach projects (40,000 Annual PIFs).
- Pioneered CODE initiative forecasted to deliver \$75MM in additional annual LUP.
- Led an analyst team that supported Onboarding/Renewal Journeys, Customer Loyalty, Auto-dial & Manual-Dial Outbound Calls, and Results Register.
- Developed Associate Manager to Manager promotion readiness; now successfully leading own team.
- Regarded as an expert in statistics and experimental design, influencing governance on test design methodology, and frequently consulting with teams on its application to complex testing circumstances.
- Mentored a group of Jr Analysts and APG rotational analysts through a formal study group to develop technical skills (SAS, SQL, Excel, DB Management), analytical techniques, and PGR data knowledge.
- Researched and implemented AI analytics solutions and continue to invest in this space.
- Represented our team in several important presentations, including Leadership Live, CXJ Business Review, RR Training, and Lunch & Learn -style presentations (e.g., Product, Claims Control, and L20).
- Leveraged key stakeholder relationships and data storytelling to double outbound call staffing levels, resulting in the retention of 23,000 additional auto policies.
- Built strong relationships with CX Teams, business units outside of CX (Product, Media, Marketing, CRM & PL Control, Acquisition, IT, Operations), and various vendors.
- Collaborated on cross-functional teams completing several complex analyses and deliverables (e.g., the recent Rewrite/PLE Business Review).

<b>Lead Marketing Process Analyst</b>	<b>CXJ Renewal &amp; Endorsement Team</b>	<b>Feb 2018 – Jun 2023</b>
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- Redefined flawed measurement methodology for Manual-Dial Outbound Calls, transforming pilot evaluation accuracy and leading to future projects that contributed substantial Saved PIFs.
- Worked closely with IT / Data Science on various predictive models and Auto-Flex methodology.
- Contributed several hypotheses to Renewal projects that added thousands of PIFs to the register (e.g., LRM Dollar Amount, Interaction of Attached ID Card with LRM, 210 Day Test Design Methodologies)
- Managed an APG Analyst for a six-month rotation.

## CLAIMS CONTROL

### **Assoc Manager, Data Analysis                      Subrogation and Liability Team                      Jan 2017 – Feb 2018**

- Owned a diverse portfolio of work, including CBAs, Root Cause Analyses, Operational Efficiency Tools, Predictive Models (GLM, Decision Trees), Clustering Models, and complex Data Validation efforts.
- Built a new RTB Reporting Suite (Tableau, Excel, SSRS, Power BI) using Python, R, SAS, and SQL.
- Managed Vendor Relationships/Analyses (Praxis, Collection Agencies, Arb Forums, Attorney Firms)
- Key contributor in newly formed Data Governance process, consulting on several metrics for other teams and certifying three new metrics for our team (C2C, CWR, P2D)

### **Data Analyst IV    Trend Team    Oct 2015 – Jan 2017**

### **Data Analyst III    BI and PIP Team    Oct 2013 – Oct 2015**

### **Data Analyst II    COLL, PD, Rental, and Salvage Team                      Aug 2012 – Oct 2013**

- Lead Analyst, Trend Reviews (BI, PIP, PD, COLL, and Subrogation):
  - Presented several deliverables to PGR Executive Leadership and Claims Senior Leadership.
  - Generated and (dis)proved hypotheses to identify drivers of current financial trends and emerging risks, including impact from process changes and environmental effects.
  - Led several cross-functional meetings with Pricing, Product, Reserving, Data Science, and Claims Leadership (Process, Field, and Control).
  - Influenced several process decisions (e.g., CWP Best Practices) through insightful analysis.
  - Utilized analysts from other teams to distribute workload and leverage diverse skillsets.
  - Consulted with other analyst groups as an analytical/technical expert and claims process SME.
- Lead Analyst, Injury COA Retuning:
  - Managed the retuning work of three data analysts.
  - COA liaison between Claims Control and ISO vendor, Claims IT, and Claims Process.
  - Restructured the COA Retuning Process to improve efficiency and accuracy.
  - Created a new process for tuneline consolidation, including analyzing candidates for consolidation, executing the new consolidation process, and monitoring impact.
- Data Steward, Claims Process Trend Measures (all line coverages).
- Formally mentored several Claims Control interns, analysts, and consultants.

## PRIOR WORK EXPERIENCE

### **Business Intelligence Intern                      American Greetings                      Jun 2012 – Aug 2012**

### **Statistician Intern                                      Bright Line Marketing                      Jan 2012 – Jun 2012**

### **Analytics Consultant                                  Dotcom Parts    Aug 2010 – Jan 2012**

## EDUCATION

### **MS, Statistics (3.9 GPA)                                  The University of Akron                                  Jul 2017**

### **BBA, Finance (4.0 GPA)                                  Kent State University                                  May 2012**

### **BS, Mathematics (4.0 GPA)                                  Kent State University                                  May 2012**

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### **Executive Education for Managers                      Progressive Insurance                      Dec 2025**

### **Emotionally Intelligent Leader                      Case Western University                      Jul 2017**

### **Summer Mathematics Institute                      Cornell University                      Aug 2009**