BECKY LATHROP, CIC, CPIA

Becky Lathrop, is a Certified Insurance Counselor, Certified Professional Insurance Agent, has a degree in Risk Management and Insurance from Florida State University, and has been working in the insurance industry for over 35 years. She has a diverse background in the insurance business, and has spent much of her professional career in industry positions such as Agency Business Consultant, Sales Manager, Underwriting Consultant, Financial/Market Analyst, and Portfolio Manager.

During the last 20+ years, Becky has been helping agencies throughout the United States grow profitably by counseling them in areas such as sales/service training, workflow management, staff organization and stratification, sales/marketing business plans, client retention, strategic planning, and producer compensation. She has developed a "Back to Basics" Boot Camp Sales/Service Training program to assist agency staff in cross-selling techniques and higher retention levels. She has also developed a Marketing/Profitability workshop to help agencies manage their loss ratios and to assist them with capitalizing on agency growth and contingency bonus opportunities. Becky has written and had published several articles on a variety of insurance topics.

Becky is Vice President of Optimum Performance Solutions, LLC, a company that offers management consulting services on a nationwide basis to insurance agencies and carriers. Her agency and corporate experiences provide unique perspectives when assisting her clients. OPS is also an endorsed consulting firm for several state insurance associations.

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