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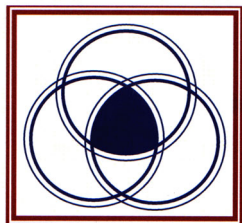
# PRODUCT MANAGEMENT ACADEMY

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**“Your class was the best I’ve attended  
and covered the full spectrum.”**

*Online participant 2020*

**Limited class size. Hands-on exercises.**



**CRONIN  
CONSULTING  
SERVICES, INC.**

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**Introduction to  
Pricing,  
Product  
Management,  
Competitive  
Analysis**

**Live **In-Person**  
Classroom Format  
Atlanta, GA**

**Sept 30—Oct 3, 2025**

# What is Product Management?

Product Management integrates the Distribution, Underwriting and Pricing functions. Product Management resolves the classic Sales vs. Underwriting tug-of-war over Premium vs. Profit.

Product Management is 1) an organizational solution; 2) a product design approach, and 3) a series of processes for managing a book of business. We'll cover all three elements of Product Management.

## Key Metrics, KPIs, and Performance Management

A big part of Product Management is measurement—Analysis of business operations from many different angles. We spend considerable time on key metrics and how to put them to work to manage your business for growth and profitability. Although the course is highly quantitative, no advanced math skills are required.

## Actuarial Analysis and Pricing — for non-Actuaries

Most Product Managers are decision-makers on pricing, rate segmentation and underwriting conditions. Indications, relativity analysis, and rate impacts are key tools. We'll cover them in-depth so that you can collaborate more effectively with your actuaries... or do the work yourself.

## Use your own data, AND learn from your competitors

Product Management is a holistic approach that considers not only your organization and your internal data, but also market opportunities and competitive benchmarking. We'll cover ways to identify key competitors, analyze them, and integrate competitive intelligence into your decisions.

## Who Should Attend ?

New Product Managers needing to acquire and master skills and techniques. Pricing and Product Analysts ready to understand the big picture. Executives interested in learning what Product Management can do for their organizations. Marketing, Claims, Finance and Underwriting managers looking for improved metrics and a broader perspective on how the whole enterprise affects pricing and profitability.



### About Michael Cronin, CPCU

Michael Cronin has spent a career in insurance product management working at the intersection of insurance data, analytics and business applications. Michael has worked on state-specific product revisions and launches for insurers and MGAs in more than a dozen states, served as a subject matter expert on insurance analysis and data, and built product management organizations.

A resource on personal lines insurance, Michael has published in Best's Review and CPCU journals and spoken at Auto Insurance Report and SNL conferences. Michael was a product manager for Progressive Insurance and GMAC Personal Insurance, ran a consulting firm for 21 years, and now serves as SVP Product Management for Integrated Specialty Coverages, a commercial lines MGA.

# Course Content

## Introduction to Pricing and Product Management and Competitive Analysis

***Applicable to auto, home and small commercial lines.***

Four days of presentation, discussion, and hands-on exercises.

Bring the handout book back to your desk for a great reference tool that's full of examples and templates.

Topics include:

- What is Product Management and why does it work?
- Fundamental actuarial concepts.
- Key Performance Indicators
- Monitoring and managing a book of business.
- Pricing segmentation and product structure.
- Pricing Mechanics—indications and factor analysis.
- The Rate Revision Process—analysis, filing, implementation, evaluation.
- Identifying key competitors.
- Breaking down rate filings.
- Using comparative rating software tools.
- Statutory Annual Reports and financial information.

Hundreds of people have attended.

99% would recommend the course to others.

What do past participants say about Cronin's classes?

"Presentation and instructor were very knowledgeable and easy to understand."

"The best insurance instructor I have come across."

"Content should allow me to understand pricing decisions more thoroughly."

"Great stuff! You made this very interesting."

"Will use the materials often as a reference."

"I wish I had this class a year ago."

"Learned more than I anticipated. This was much needed."

"Highly recommend this course for new hires or seasoned veterans."

"The exercises really set the training apart."

"One of the best training sessions I have been in since I came to this company."

# Course Schedule

**Tuesday, September 30, 2025**

8:30–4:30 EDT ; 1 hour lunch break

**Wednesday, October 1, 2025**

8:30–4:30 EDT ; 1 hour lunch break

**Thursday, October 2, 2025**

8:30–4:30 EDT; 1 hour lunch break

**Friday, October 3, 2025**

8:30–1:00 EDT ; no lunch break

## PRODUCT MANAGEMENT ACADEMY

### Official Registration Form

Atlanta, GA Sept 30–Oct 3, 2025

Name \_\_\_\_\_

Position \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Years Experience: \_\_\_\_\_

Current Job \_\_\_\_\_ Current Company \_\_\_\_\_ Insurance \_\_\_\_\_

**Registration Fee** **\$2350**

Includes light continental breakfast each day

Early Registration Discount - \$ 200

(Before August 1, 2025)

Two or more from same company - \$ 200

**Net Registration Fee** \$ \_\_\_\_\_

or

Register online at [www.CroninConsulting.com](http://www.CroninConsulting.com)

Course Location:

The AMA Conference Center is a business casual meeting facility in the heart of Midtown Atlanta. Convenient to MARTA, dining, entertainment and arts.

**AMA Atlanta Executive Conf Center**

1170 Peachtree St, NE 3rd Floor

Atlanta, GA 30309

(404) 892-7599

The nearby Marriott Suites Atlanta Midtown (404-876-8888) offers preferred hotel rates subject to availability. Mention that you are attending an AMA conference when reserving.

Register online at

[www.CroninConsulting.com](http://www.CroninConsulting.com)

OR Enclose check payable to Cronin Consulting Services, Inc. with registration form and mail to:

**Cronin Consulting Services, Inc.**

**PO Box 714**

**Kernersville, NC 27285**

Questions?

Contact Michael Cronin :

**(336) 993-6005**

**Mike@CroninConsulting.com**

All participants are responsible for reserving and paying for their lodging. Contact Marriott Suites Atlanta Midtown or other nearby hotel. Mention AMA Conference for preferred rate if available.

Lunch on your own each day.

Cancellation policy: 100% of registration fee is refundable if cancellation is prior to 8/1/2025. 50% of registration fee is refundable if cancellation is between 8/1/25 and 9/8/25. No refunds after 9/8/25. Substitution of another person from the same company is permitted.