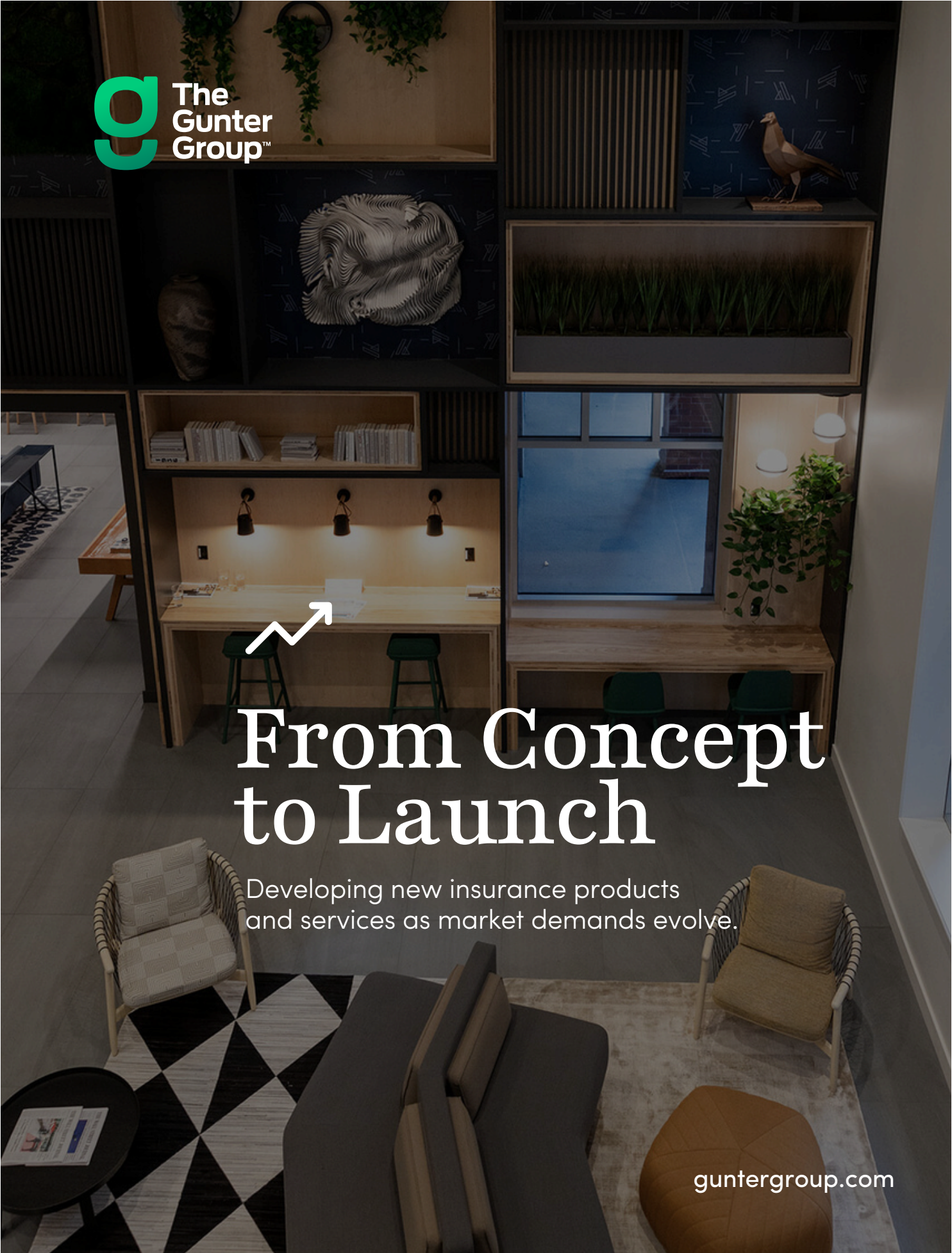




From Concept to Launch

Developing new insurance products
and services as market demands evolve.

guntergroup.com



HOW WE CAN HELP

Transform Strategic Visions into Reality

Innovation in products and services is critical for insurance industry success as market demands evolve and competition increases. Launching new initiatives requires more than good ideas—it demands structured approaches ensuring seamless execution, regulatory compliance, and operational efficiency.

The Gunter Group (TGG) excels by focusing on people and processes, ensuring new initiatives are well-designed and effectively implemented. Our expertise in program execution, change management, and cross-functional alignment helps insurers transform strategic visions into reality with minimal disruption.





NAVIGATING COMPLEXITIES

Key Challenges



Regulatory Complexity

- Navigating complex regulations and ensuring new offerings align with legal and compliance requirements. In 2024 alone, insurers faced over 3,300 regulatory changes at state and federal levels.
- Adapting to evolving legislative landscapes.



Cross-departmental Coordination

- Engaging underwriting, claims, actuarial, IT, product, and other key areas.
- Aligning goals, timelines, and deliverables across diverse stakeholders.
- Preventing silos and ensuring a collaborative approach.



Resistance to Change

- Addressing internal hesitancy and skepticism.
- Gaining buy-in from leadership and frontline employees.
- Ensuring effective communication and expectation setting.



Operational Complexities & Upstream/Downstream Impacts

- Managing staff training and process redesign.
- Understanding broader business impacts, including:
 - Upstream changes: Adjustments to underwriting guidelines, IT systems, and policy configurations.
 - Downstream effects: Impacts on customer service, claims processing, and policyholder experience.



Time-to-Market Pressures

- Balancing speed and thoroughness in product/service deployment.
- Responding to market trends while maintaining operational stability.

90% of insurers prioritize accelerating time-to-market, yet only 30% have formalized approaches to streamline product development.



DRIVE MEANINGFUL IMPACT

Our Approach and Proven Success

TGG partners with clients at every phase of product and service development, whether at the strategic inception, during execution, or in the post-launch optimization phase. We understand that priorities shift and challenges

arise at different stages, which is why we are prepared to engage whenever and wherever we are needed. Our expertise allows us to quickly integrate, assess challenges, and drive meaningful impact.

01

Strategy Development

- Assess customer needs and market trends to inform product and service development.
- Develop business cases and secure executive sponsorship for new initiatives.
- Translate strategy into execution with operational plans and accountability structures.

02

Process Design & Change Management

- Define workflows and operational procedures to ensure seamless implementation.
- Align cross-functional teams to mitigate bottlenecks and inefficiencies.
- Apply structured change management to drive adoption and minimize disruption.

03

Training & Operational Readiness

- Develop tailored training programs to equip team members with necessary skills.
- Prepare customer service teams to support new offerings effectively.
- Establish feedback loops to refine operations and enhance performance post-launch.

04

Post-Launch Optimization

- Track KPIs to measure success and identify improvement areas.
- Gather stakeholder and customer feedback to refine and scale offerings.
- Support ongoing iterations and enhancements to ensure sustained success.

OUR TRACK RECORD

Success Stories



Supplemental Worksite Benefits

TGG partnered with an Insurance Services Division to develop and launch new supplemental worksite benefits, implementing product, process, and technology enhancements over four years. This effort led to the successful launch of three new products and improved billing and claims capabilities. A January rollout enabled 316 employer groups to adopt the new offerings, driving business growth and market competitiveness.



Paid Family and Medical Leave (PFML) Product Rollout

TGG supported the development and launch of state-specific PFML products by leading program structure realignment, IT vendor management, and stakeholder engagement. We established accountability frameworks and a testing strategy to ensure operational readiness. These efforts laid the foundation for future PFML expansions and improved execution efficiency.



Workplace Benefits Division Creation

TGG partnered with a global insurance carrier to establish a new workforce benefits division, expanding beyond the retail market. Over 24 months, we led product development, program execution, and operations, successfully launching eight new products nationwide. Acting as a neutral third party, we bridged business and IT, ensuring seamless execution and alignment with strategic goals.



“

The Gunter Group didn't just come in to be a short-term bandaid but to help set us up for long-term success.”

– Insurance Executive,
National Life
Insurance Company



SUCCESSFUL INNOVATION

Why Choose The Gunter Group



Proven Execution in Insurance Innovation

We have successfully led insurance clients through complex transformations, including new product launches, M&A integrations, and operational improvements.



Flexible, Collaborative Partnership

Clients appreciate our ability to integrate seamlessly with internal teams, acting as true partners rather than external consultants. Our past clients have praised TGG, stating that we showed up as "one team" rather than just another vendor.



People-Centric Approach to Change Management

Successful innovation requires buy-in across all levels of an organization. We drive engagement from executives to frontline teams, ensuring that stakeholders are prepared for change.



Deep Expertise with Cross-Functional Impact

90% of our consultants have experience in insurance organizations so we understand the nuances of underwriting, claims, policy administration, and regulatory compliance.



Operational & Technological Readiness

We bridge the gap between strategy and execution by aligning people, processes, and technology. From implementing enterprise agile frameworks to managing digital transformations, we ensure that operational models support new offerings.



Let's Build the Future of Insurance Together

The successful launch of new insurance products, services, and capabilities requires a strategic, structured approach that minimizes risk while maximizing adoption. TGG's expertise in program execution, change management, and stakeholder alignment ensures that insurers can innovate with confidence.

Let's connect to explore how we can support your organization's growth and transformation and help you bring your next initiative to market.



Matt Bader, Managing Partner

Matt brings 20+ years of experience leading enterprise-wide transformations across people, process, and technology. He is recognized for building high-performing teams, forging lasting client partnerships, and delivering strategic, measurable outcomes. Matt has led major initiatives in retail, education, insurance/financial services, and professional services, and his background includes military and nonprofit leadership. He holds a B.S. in Business Management from the U.S. Air Force Academy and multiple certifications in agile, program management, and process improvement.

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Tony Schweiss, Managing Partner

Tony builds and leads teams through complex, strategic change initiatives. He excels at guiding executives through ambiguous, challenging transitions, bringing structure, clarity, and actionable direction to complex organizational questions. Leaders trust Tony to navigate tough decisions, especially during critical integration and organizational transformation scenarios. He holds a Bachelors Honors degree in both Philosophy and Theology from the University of Notre Dame.

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