

Strategic operational intelligence in action

Building a market leader: How ReSource Pro partnered in Convex's strategic US expansion

About the customer

Convex, a fast-growing MGU, excels in complex risk underwriting, digital innovation, agility, and exceptional, customer-first service. As a fast-growing market entrant in the US, Convex sought ReSource Pro as a strategic partner to build a foundation for scalable growth.



The challenge

When Convex set out to launch a full-scale US MGU operation in 2022, they turned to ReSource Pro for their expertise win the US market. The challenge required transformational thinking about how a modern insurance operation should function, with a foundation capable of supporting rapid growth.

Key priorities were:

- Develop a comprehensive long-term operational vision and establish strategic priorities that would guide their market entry and growth trajectory.
- Establish end-to-end operational workflows and scalable infrastructure across key functions, including submission intake, polic servicing, and billing.
- Navigate critical vendor selection and buy-versus-build decisions across the technology stack.

The aim was to establish an operating model that could run efficiently while maintaining the agility to grow and meet evolving underwriting demands.

The solution

ReSource Pro brought a strategic partnership mindset to the engagement, not a transactional one. By conducting a comprehensive analysis of Convex's UK operations, they understood the operational requirements necessary to expand into the US market.

The engagement was built on three integrated tracks that flowed from planning through execution:

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Track one: Transformational thinking

The teams collaborated to evaluate and design new operational procedures fitting for the new market. This included identifying the technological foundation necessary to deliver exceptional customer experience while maintaining operational efficiency and creating a scalable infrastructure.



Track two: Target operating model

With the strategic vision in place, ReSource Pro partnered with Convex to design and implement their target operating model — one that outsourced most functions while retaining underwriting decisions in-house. The ReSource Pro team led a neutral vendor selection process and conducted comprehensive RFP evaluations for operational partners. They also developed submission intake processes engineered for both “Day One” stability and long-term scalability.



Track three: Technology vendor selection

ReSource Pro led the technology selection process, evaluating core platform vendors and developing the overall architecture. The team conducted capability assessments, buy-vs.-build analyses, and managed RFPs to identify solutions that meet both immediate needs and long-term goals.

A key success factor was ReSource Pro's Operational Lead role—a dedicated liaison embedded between teams. Working in real time, this role ensured alignment, streamlined communication, and applied deep process expertise to validate system performance.

Throughout the engagement, ReSource Pro maintained strong project management, governance, and communication. Beyond advisory support, the team actively drove progress—keeping momentum high and ensuring deadlines were met.

The outcome

The Convex–ReSource Pro partnership has delivered strong results. Since a successful Day One launch, Convex has nearly doubled its gross written premium while maintaining a healthy loss ratio.

ReSource Pro's Premier Services team enabled this growth by executing an outsourcing strategy that freed underwriters to focus on risk decisions. Acting as true partners, they continue to support Convex's ongoing scale and operational success.

For more information

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