

# PROGRAM

6-7 NOVEMBER, 2014

SHANGRI-LA HOTEL • SINGAPORE

## ASIA DISTRIBUTION CONFERENCE

*Distribution Strategies in a Digital World*



# THE 2014 ASIA DISTRIBUTION CONFERENCE

## BREAKOUT SESSIONS

	THURSDAY, 6 November 11:30 a.m. – 12:30 p.m.	THURSDAY, 6 November 1:30 – 2:30 p.m.	THURSDAY, 6 November 2:35 – 3:35 p.m.
<b>Bancassurance Focus</b>	Responding to a Changing World of Insurance Distribution — A Reinsurers' Perspective	Digitizing Bancassurance	Bank Distribution Networks: Capturing Their Full Potential
<b>Tied Agency Focus</b>		Addressing Today's Agency Challenges	Driving Agency Productivity
<b>Alternative Distribution Focus</b>	Transforming Consumer Engagement — From the Old World to the New Digital World	Above-the-Line Marketing of Micro-Insurance — Lessons From Indonesia and South Africa	Mitigating the Risks of Digital Distribution

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### CONFERENCE ORGANIZING COMMITTEE

#### *Committee Chairman*

Bryan Smith, President & CEO, Allianz Ayudhya Assurance Pcl.

#### *Committee Members*

David Beynon, President Director & CEO, PT Tokio Marine Life Insurance Indonesia

Eric Chang, President & CEO, ICBC-AXA Life Insurance Co., Ltd.

Les Forrest, Regional Head of Agency (Asia), Metropolitan Life Insurance Company of Hong Kong Ltd.

Timothy Tay Huey En, Industry Advisor, Insurance (Asia Pacific), Fuji Xerox Global Services

# DISTRIBUTION STRATEGIES IN A DIGITAL WORLD

**THURSDAY, 6 NOVEMBER**

**7:30 a.m. — Registration Desk Opens**

Tower Ballroom Foyer

**8:45 – 9:00 a.m. — Welcome and Opening Remarks**

Tower A Ballroom



**Bryan Smith**  
President & CEO  
Allianz Ayudhya Assurance Pcl.,  
Thailand



**Ian Watts**  
Senior Vice President & Managing  
Director, International Operations  
LIMRA and LOMA

**9:00 – 10:00 a.m. — Opening Keynote Speaker**

***Social Media and the Future of Agency Distribution***



**Chris Andrew**  
Managing Director  
Hearsay Social

The financial industry is in the midst of seismic change. Shifting customer demographics and buyer expectations, paired with an aging advisor population and the unprecedented pace of technological change, are challenging the effectiveness of traditional distribution models. The solution, however, isn't to bet everything on direct channels. Rather, the agency distribution leaders of today and tomorrow must empower their field organizations with the latest social media, digital, and mobile technologies to stay relevant, stay competitive, and appeal to younger generations of advisors and customers alike. In this session, Chris Andrew, Managing Director at Hearsay Social will share insights on how social business is transforming how agents sell around the world.

**10:00 – 11:00 a.m. — General Session**

***The Confidence to Take Risks***



**Manish Chawda**  
Director, Risk Assurance  
PwC



**Andreas Skopal**  
Director, Customer Leader South  
East Asia  
PwC

Technology is increasingly central to the delivery of business strategy — and has become a key component of company success. But you and your customers, shareholders, and regulators need to trust it. Trust means they are confident you'll keep data safe and secure. It means people will buy your products online. It means your suppliers know that your systems won't fail them. And it means you have the confidence to move your business forward by embracing technology and the opportunities it has to offer. Learn how your organization can build trustworthiness into the fabric of its digital operation, giving you the confidence to embrace your digital future and enjoy strong growth. Opportunity + Trust = Growth. It's the new equation for the digital age.

**11:00 – 11:30 a.m. — Networking Break**

Tower Ballroom Foyer

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# THE 2014 ASIA DISTRIBUTION CONFERENCE

11:30 a.m. – 12:30 p.m. — Breakout Sessions

## **Session 1A (Bancassurance Focus)**

*Gardenia Room, Mezzanine Level*

### **Responding to a Changing World of Insurance Distribution — A Reinsurer's Perspective**



**David Cook**

Director & Head of Alternative Distributions, L&H Asia  
Swiss Reinsurance Company Ltd

Today's distribution landscape is fast-changing, which presents new opportunities (and challenges) for insurers. This session looks at successful bancassurance and alternative distribution strategies that have been deployed by insurers from around the globe to adapt and change to this new environment in order to remain relevant.

## **Session 1B (Alternative Channel Focus)**

*Tower A Ballroom*

### **Transforming Consumer Engagement — From the Old World to the New Digital World**



**Jeffrey Nah**

Venture Capitalist & Business Coach



**Doug Gyani**

Managing Partner  
Million Dollar Branders (MDB)



**Justine Pogroske**

Creative Director  
Million Dollar Branders (MDB)

Few business functions have been as profoundly disrupted by digitization as marketing. The era of expensive campaigns pushing products through mass media has been up-ended as consumers, empowered by information, are demanding more and more from the companies they choose to form relationships with. In this discussion, Jeffrey Nah and his panel of experts will pull from over 60 years of combined experience to discuss how changes in technology have impacted the way organizations interact with their customers. Topics of discussion will include navigating the challenges of regulations, reaching target audiences with thought leadership (vs. a traditional sales approach), and using digital tools to talk *with* customers rather than at them. Panelists will offer suggestions for how marketing and channel strategies must evolve, and forecast how technology will drive marketing results in this new digital world.

12:30 – 1:30 p.m. — Luncheon

*The Line*

# DISTRIBUTION STRATEGIES IN A DIGITAL WORLD

1:30 – 2:30 p.m. — Breakout Sessions

## **Session 2A (Bancassurance Focus)**

*Gardenia Room, Mezzanine Level*

### **Digitizing Bancassurance**



#### **John Holden**

Chief Executive Officer  
Canara HSBC Oriental Bank of  
Commerce Life Insurance  
Company Limited

Is bancassurance a channel, or a multi-channel business model for insurance? Similarly, is “digital” a channel, a business model, a strategy, or something else? And if we can answer these questions, what does digital bancassurance look like? John will discuss how digital bancassurance can affect and add value to strategic partnerships, consumers, and owners by eliminating inefficiencies and driving productivity.

## **Session 2B (Tied Agency Focus)**

*Tower A Ballroom*

### **Addressing Today’s Agency Challenges**



#### **Andy Khoo**

Managing Director, The Centre for  
International Assessment & Development  
LIMRA

The world today is very different than when the agency system began its ascent. Anyone who is recruiting potential agents is competing against more and innovative high-profile industries, looking to connect with potential recruits who conduct more of their personal and professional interactions online, and trying to find and develop people who can meet the demands of today’s consumers. Attend this session to learn about LIMRA’s most recent qualitative research around the globe, better understand how companies are responding, and how they would like LIMRA to help the industry.

## **Session 2C (Alternative Channel Focus)**

*Hibiscus Room, Mezzanine Level*

### **Above-the-Line Marketing of Micro-Insurance – Lessons From Indonesia and South Africa**



#### **Mandla Shezi, MBA, BE(Chem)**

Managing Director  
Hollard Affinities and Direct (HAD) &  
Hollard Insurance, South Africa

For more than a decade, Hollard has successfully communicated its offerings to low-income clients via television and print advertising. This program continuously generates sales leads that are effectively pursued by their outbound call centers. Join this session to hear about the key principles and success factors that went into building this mass marketing and direct sales program.

2:35 – 3:35 p.m. — Breakout Sessions

## **Session 3A (Bancassurance Focus)**

*Gardenia Room, Mezzanine Level*

### **Bank Distribution Networks: Capturing Their Full Potential**



#### **Bernard Delas**

Chairman and CEO  
Bernard Delas Conseil Sarl

Insurance sales through bancassurance distribution channels are driving sales growth in many insurance markets in Europe, Latin America, and Asia. The most successful bancassurance companies will tell you that the key to this success is, without a doubt, directly tied to program execution. As an industry expert and the former CEO of several insurance and bancassurance groups, Bernard Delas will examine what today’s bancassurers must do to become successful in mature and emerging markets.

# THE 2014 ASIA DISTRIBUTION CONFERENCE

## Session 3B (Tied Agency Focus)

Tower A Ballroom

### Driving Agency Productivity



**Handojo G. Kusuma, ACS, AIAA, FLMI**  
Regional Head of Sales and Distribution  
Allianz Insurance Management  
Asia Pacific

Regardless of your country or culture, sales activity management is the single most important element to driving agency productivity. Disciplined activity execution is “do or die” for the ultimate survival of an agent, too! This discipline always has and always will come from within individuals. But something about activity management is changing: Technology. Digitalization and automation can help us all improve processes and create new ways for managing our challenges. Attend this session to learn how Allianz Insurance Management Asia Pacific is using technology to support sales activity management.

## Session 3C (Alternative Channel Focus)

Hibiscus Room, Mezzanine Level

### Mitigating the Risks of Digital Distribution



**Barkis Ip, FCPA, FCIS, CMC, HKRFP, BCom, MSc**  
Managing Director  
Telos Capital & Risk Management Ltd.

With the rise of digital markets as a means of distribution, companies must be more diligent than ever in ensuring these areas follow the same procedures and standards as all other channels. A specialist in both compliance and operational risk management, Mr. Ip will advise on how companies can identify and defend themselves against potential and existing risks associated with digital marketing and social media. He will also describe how a proper monitoring program can minimize and control those risks, using local and regional case studies to illustrate what digital monitoring is, and how it is successfully implemented and tracked.

## 3:35 – 4:00 p.m. — Networking Break

Tower Ballroom Foyer

## 4:00 – 5:00 p.m. — General Session

Tower A Ballroom

### Return of the Jedi: ‘Do or Do Not Do, There is No Try’



**Ragunath Joe Murthy**  
Head of Agency – Technical Advisor  
FWD Life Indonesia



**Amit Naik**  
Regional Sales Head – Asia Pacific  
C2L BIZ

The Digital Force is here and it is changing the landscape of the life insurance business by going beyond paperless. Ragunath Murthy will share his experiences with how FWD Life Indonesia has successfully implemented a digital agency force, making their company the first in Indonesia to have a sales force that relies 100% on tablets to manage the selling process, submissions to payment gateway, and digital same day policy issuances.

## 5:00 – 7:00 p.m. — Evening Reception

Garden Terrace

## FRIDAY, 7 NOVEMBER

## 8:00 a.m. — Registration Desk Reopens

Tower Ballroom Foyer

## 9:00 – 10:00 a.m. — General Session

Tower A Ballroom

### Digital Innovations in Asia



**Mark Inkster**  
Chief Digital Officer  
Aegon Asia

Instead of simply following Silicon Valley’s lead, Asian companies have blazed their own powerful paths to build digital businesses that meet the wants and needs of the region’s rapidly growing “connected consumers.” Mark will discuss examples from his own work that generate growth and create value in Asia’s digital world, and tie these to the challenges facing the insurance industry as it moves online.

# DISTRIBUTION STRATEGIES IN A DIGITAL WORLD

10:00 – 11:00 a.m. — CEO Panel

Tower A Ballroom

## Trends & Opportunities in Greater China



**Ernest Chan**  
President  
Nan Shan Life Insurance Co. Ltd.



**Eric Chang**  
President  
ICBC-AXA Life Assurance Co., Ltd.



**George Tan, MBA**  
Board Director and  
Chief Executive Officer  
Sino-US United MetLife Insurance  
Company Limited (MetLife China)



**Ian Watts, Moderator**  
Senior Vice President & Managing  
Director, International Operations  
LIMRA and LOMA

China has rapidly emerged as one of the most dynamic and enticing markets in the industry. In this session, CEOs of industry-leading companies will discuss their vision for China and for their companies, and outline their tactics for balancing the tremendous growth and potential of the market and various distribution channels with new market realities.

11:00 – 11:30 a.m. — Networking Break

Tower Ballroom Foyer

11:30 a.m. – 12:30 p.m. — General Session

Tower A Ballroom

## Leapfrogging Into the Digital Era of Customer Communication



**Hélène Blanchette**  
General Manager, Marketing  
Innovation & Business Support APAC  
Fuji Xerox Asia Pacific

There is a natural tendency to apply current business knowledge and proven marketing techniques to new digital channels. But that approach delivers mixed results and often creates more silos. Fuji Xerox has found a way for insurance companies in the Asia-Pacific region to rapidly transform their customer communications into relevant 1-to-1 customer experiences — with cross-divisional coordination and successful adoption by agents. Hélène will share case studies showing how leading insurers in the region now combine hyper-relevant strategies with up-selling/cross-selling techniques to deliver outstanding results.

12:30 – 1:30 p.m. — Lunch

The Line

1:30 – 2:30 p.m. — Hot Topic Discussions

Tower A Ballroom

Participate in a series of small group discussions about the distribution topics of greatest interest to you. Facilitators will be stationed throughout the room to guide the discussion on hot topics, company practices, and industry-standard solutions to help you develop ideas, strategies, and tactical approaches for achieving business objectives.

2:30 – 3:30 p.m. — Closing Keynote Speaker

## Digital Thinking to Transform the Insurance Industry



**Hugh Terry**  
Founder, The Digital Insurer  
Director, Insight Consulting  
Group Pte Ltd.

In this thought provoking presentation, Hugh Terry will examine the trends in digital thinking leading to the rise in customer centricity and will then explore in more detail two strategies that executives should consider:

1. Digital Thinking to transform existing face-to-face models
2. New Digital Business models — How should life insurers participate?

The session will end with a Q&A to facilitate further exchange of information and ideas.

# SPEAKER BIOGRAPHIES

## **Chris Andrew, Managing Director, Hearsay Social**

Chris has a background in product management and, as the first employee to join the founders at Hearsay Social, he has led a number of key teams across Product, Customer Success, and Sales. He now leads International activities, supporting global customers as they establish and scale social business. Prior to Hearsay Social, Chris worked in product management at Intuit.

## **Hélène Blanchette, General Manager, Marketing Innovation & Business Support APAC, Fuji Xerox Asia Pacific**

A respected business leader and marketing strategist, Hélène is an authority in the 1to1 cross-media marketing space. In her current role, she oversees the transformation, structure, and implementation of Fuji Xerox's new regional digital marketing strategy in 14 countries and heads the business support of APAC for the direct operations of Fuji Xerox Asia Pacific Organisation (APO). She is known for the implementation of 1to1 cross-media marketing programs and campaigns, and is credited for having introduced the first programs in Asia Pacific under the FX Brand: The 1:1 Experience. With multiple global awards and recognitions, Hélène's innovative marketing strategies have led Fuji Xerox to be honored with the title of Best Brand in Asia in 2013. She is a frequent contributor to online and off-line publications as a subject matter expert, and is often invited to deliver conferences throughout Asia, Europe, and North America.

## **Ernest Chan, President, Nan Shan Life Insurance Co. Ltd.**

Ernest has over 30 years of industry experience and has held a variety of accounting, risk management, and business operations leadership roles. He has been a passionate contributor to the Taiwanese insurance industry, undertaking innovative programs that integrate technology into essential operations. He was awarded the "2014 National Brand Yushan Award – Business Leader with Outstanding Performance" for his leadership and achievements. Ernest started his career as a Department Supervisor with the American Insurance Group (AIG) Internal Audit department. From there he transferred to the AIA Home Office Accounts department where he served as Chief Accountant, Senior Vice President, and Comptroller, and then was transferred to the AIA Shanghai branch as a General Manager. In 2003, he transferred to Nan Shan, a member company of AIG in Taiwan at the time, as Executive Vice President of Operations, and was promoted to his current position as President of Nan Shan in 2011.

## **Eric Chang, President, ICBC-AXA Life Assurance Co.**

Eric has 36 years of experience working in Hong Kong, Taiwan, China, including 22 years in the life insurance industry. After serving in senior financial management roles at respected companies in Hong Kong and Taiwan, he joined Winterthur Life Taiwan as CFO in 1992 and became CEO of Zurich Life Taiwan in 1999. He was subsequently recruited by Aviva Group U.K. in 2001 to set up their life joint venture in China, and in 2003 Mr. Chang was appointed the President of Aviva-Cofco Life where he developed it into a leading foreign insurer. He had also been acting as the Managing Director, North Asia of Aviva Group to look after their operations in Taiwan, Korea, and Vietnam. Mr. Chang has won China Insurance Marketing magazine's "Best Foreign Manager" title in 2006, 2008, and 2012. He has a Ph.D. in Economics (Insurance) and is also a fellow with the Association of Chartered Certified Accountants of U.K. He joined ICBC-AXA Life Assurance in August 2013.

## **Manish Chawda, Director, Risk Assurance, PwC**

Manish leads the PwC Information Technology Risk/Cyber Security Practice in Singapore, where he advises financial services clients on strategic and tactical solutions for information security, governance, and compliance. This includes cyber security, online fraud prevention, and data loss prevention. Manish has over 21 years of experience in multinational companies, and has in-depth knowledge of risk management involving complex technologies. He led PwC UK to achieving Payment Card Industry Qualified Security Assessor (PCI QSA) status. He has also advised the UK Government at the Centre for Protection of National Infrastructure (CPNI).

## **David Cook, Director & Head of Alternative Distributions, L&H Asia, Swiss Reinsurance Company Ltd**

David is responsible for the delivery and execution of Swiss Re's alternative distribution strategy across Asia. This role seeks to deliver thought leadership, expand and manage markets and products, and increase Swiss Re's profile in the area of retail, bancassurance, and alternative distribution. David previously held the position of Vice President, Client Markets for Swiss Re's Life & Health business in Australia & New Zealand, where he was responsible for the profitability and growth of the client portfolio, as well as the maintenance and development of long-term business relationships with clients. David's experience in the life insurance industry expands across the key areas of product, operations, marketing, and distribution in both the U.K. and Australia in the primary insurance market.

## **Bernard Delas, Chairman and CEO, Bernard Delas Conseil Sarl**

Bernard, an economist by training, has spent his career leading several French insurance and bancassurance groups. Between 1971 and 1989, he held various positions with Samda, a subsidiary of Assurances Mutuelles Agricoles, before joining Groupama Central in 1989 as Business Development Director. In 1990, he was appointed Managing Director of Groupama North East, based in Reims. In 1993, he returned to Groupama Central to take up the position of Managing Director, Insurance, France. In July 1995, he was appointed Managing Director of Caisse Centrale Groupama and Groupama SA, and three years later he became Managing Director of Groupama-GAN. At this time he also served as Chairman of the French Federation of Mutual Insurance Companies (FFSAM) and Vice Chairman of the French Federation of Insurance Companies (FFSA). In July 2000, after 11 years with Groupama, he left to join CNP Assurances Group as the CEO of CNP International (Paris), and then in 2004 moved on to the position of CEO at Credit Agricole Assurances International (Paris) where he led the initiatives for international development. In 2010, he left Credit Agricole Assurances International to start Bernard Delas Conseil Sarl, where he currently serves as Chairman and CEO.

## **Doug Gyani, Managing Partner, Million Dollar Branders (MDB)**

During his 15+ year career within the CTRM Industry, Doug has transformed the software and services space through innovation and a steadfast dedication to understanding the needs of his clients and prospects within the Commodity and Financial Service sector. He is both a Managing Partner as well as Executive Principle Consultant within MDB. Applying business acumen to cutting-edge software design, Doug brings pragmatic world-class digital solutions to his clients.

**John Holden, Chief Executive Officer, Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited**

John leads one of the fastest growing life insurance companies in India – and the only company to operate an exclusively bancassurance model. It reported its maiden profit in FY 2012-13, less than five years after commencing operations, making it one of the fastest private life insurers to achieve this feat. The company's bancassurance business model, product mix, customer-centric practices, excellent persistency, and customer growth have won it numerous prestigious awards including "Innovation Leader for establishing Bancassurance Business Model" in 2011, "Technology Leader" in 2012, and both "Life Insurance Company of the Year" and "Excellence in Training and Development (Asia)" in 2014. Prior to his current role, John was Chief Operating Officer of Hana HSBC Life Insurance in South Korea, the founding Chief Executive of HSBC Life Insurance in Taiwan, and a board member of HSBC Insurance Holdings (Asia). With his career roots in retail banking, he is a bancassurance specialist in emerging markets, with a passion for professional financial planning and a 30-year career spanning both banking and insurance with the HSBC Group.

**Mark Inkster, Chief Digital Officer, Aegon Asia**

Mark has built digital businesses globally since the late 1990s. As director of international operations at Yahoo!, he led the rollout of their full suite of communication, media, and e-commerce properties around the world and built product teams in Europe, Asia, and Latin America. Mark moved to Asia in 2003 as the vice president of Yahoo!'s search business unit for Asia-Pacific. He then joined eBay as the chief product officer of eBay China, where he led the customization of eBay's technology for China, one of the largest development projects in eBay's history. He founded Shanghai-based travel startup Yiqilai.com.cn in 2006, and was also a founding member of AngelVest, the leading angel investment network in China. In 2009, Mark joined Microsoft's online services business as managing director of Southeast Asia, where he led MSN, Hotmail, and Bing in the region and initiated partnerships including xinMSN, which quickly became Singapore's leading portal. He led Vistaprint's business in Asia and global emerging markets from 2012-2013 as President of its Most of World business unit, and joined Aegon in August 2014.

**Barkis Ip, FCPA, FCIS, CMC, HKRFP, BCom, MSc, Managing Director, Telos Capital & Risk Management Ltd.**

Barkis has over 25 years financial industry experience in senior management roles, starting as the Financial Controller of a life insurance company (now Ageas Insurance in Hong Kong). He then moved into sales management when he joined AIA in Australia as an Agency Manager responsible for providing financial planning services. Over the last 15 years, he has led local and regional compliance and operational risk teams with supporting direct and indirect staff of over 200 associates in 15 Asian countries. He was the Vice President of Regional Compliance with AIA & Affiliates and the Regional Director & Head of Operational Risk Management for AIG companies in Asia. He was also the Senior Director in Risk Management with HSBC Private Bank. Prior to joining Telos Capital & Risk Management Ltd, he was the Regional Chief Compliance Officer with Sun Life Financial Asia and MetLife for the Asia Pacific Region.

**Andy Khoo, CFP, FLMI, AIAA, ACS, MBA, LLIF, Managing Director, The Centre for International Assessment and Development, LIMRA**

Andy leads one of the world's largest training and development resources for life insurance and financial services companies, helping LIMRA members assess their situation, develop a strategic response, and execute at all levels of an organization and across national boundaries. As an international life insurance professional with extensive experience leading corporate growth strategies, improving agency productivity, and growing company profitability, Andy understands the levers for generating sustainable business growth year after year. Prior to joining LIMRA in 2010, Andy was Vice President, Field Management Development, at American International Group's worldwide life agency head office in New York. There, he led key agency strategic and tactical initiatives that improved agent and agency manager performance in more than 50 countries. Andy's career with AIG and its American International Assurance (AIA) subsidiaries in Asia and U.S. included living and working in four different countries, and developing and leading multicultural teams.

**Handojo G. Kusuma, ACS, AIAA, FLMI, Regional Head of Sales and Distribution, Allianz Insurance Management Asia Pacific**

Handojo is responsible for the life and general insurance proprietary channel in 8 countries: China, India, Korea, Taiwan, Malaysia, Thailand, Indonesia, and Sri Lanka. He has more than 25 years of experience in the industry under various disciplinary functions, including sales, marketing, training, customer service, and operations. Before assuming his current assignment, Handojo was the Deputy CEO and Chief Distribution Officer for Allianz Life Indonesia, where he played an important role transforming the insurer into one of the top 3 companies in Indonesia. He is also a former Board Member/Officer of the Life Insurance Association of Indonesia, Asosiasi Asuransi Jiwa Indonesia (AAJI), in the distribution division who served as Head of the Bancassurance Department.

**Ragunath Joe Murthy, Head of Agency – Technical Advisor, FWD Life Indonesia**

Ragunath has more than 30 years of experience in agency sales management, training, and recruitment. He joined the life insurance industry during the early 1980s where he started his career as an agent and he is now the Head of Agency for FWD Life Indonesia. FWD Life Indonesia started its operations in 2014 in Jakarta, and is currently the first company to have 100% of their sales force using tablets in all areas of their business, including the selling process, submissions to the payment gateway, and digital same-day policy issuances via straight-through processing.

**Jeffrey Nah, Venture Capitalist/Business Coach**

Jeffrey is passionate about sharing his experiences in strategic marketing, customer experience management, and leadership development to help companies achieve market, people, and financial leadership in this fast-evolving digital world. He previously served as CEO (Southeast Asia) with Teleperformance, where he grew a 20-person operation to over 2,000 people across Southeast Asia. Teleperformance is the largest global contact center outsourcing firm with 140,000 employees in 62 countries, and has been ranked No. 1 worldwide for several years by Gartner, IDC, and Frost & Sullivan.

# SPEAKER BIOGRAPHIES

## **Amit Naik, Regional Sales Head – Asia Pacific, C2L BIZ Solutions Pvt. Ltd.**

Amit is a founding team member of C2L BIZ, a company that focuses on providing innovative IT solutions exclusively for the insurance industry. He is responsible for helping life and health insurers throughout Asia improve business processes and technology — and transform their product distribution for digital selling. Amit has a deep insurance domain knowledge and technology expertise that comes from more than a dozen years of service to the industry.

## **Justine Pogroske, Creative Director, Million Dollar Branders (MDB)**

As the founder and Creative Director of MDB, Justine brings her talents to market in an intimate boutique agency setting that allows her to serve her clients with meticulous care, thoughtfulness, and creativity. Employing her own unique brand and style, she has delivered exceptional and transforming work to clients including Coke, Dove, Nike, American Express, PwC, and Principia Consulting. Justine is a graduate of Enmore Design Centre, one of Australia's best and most renowned graphic design institutions.

## **Mandla Shezi, MBA, BE(Chem), Managing Director, Hollard Affinities and Direct (HAD), Hollard Insurance, South Africa**

Mandla joined Hollard in February 2007 and has spent most of his time driving sales, managing commercial relationships with 26 key corporate clients, managing the reduction of transactional costs, and driving innovation (product, channel, systems and corporate commercial structures) processes within HAD. He has launched a number of new commercial relationships over the years, including a novel low-cost agency force that has given the business sustained double digit growth over the last 7 years. His most notable achievement is the growth of the above-the-line direct response business in South Africa and a recent successful launch of a similar business model in Indonesia in partnership with Tokio Marine Life Insurance. Before joining Hollard, Mandla was in strategic and management consulting with Bain and Company, a process engineering with Royal Dutch Shell, and in general management and manufacturing with SABMiller. He is the founding member of the National Society of Black Engineers – SA and has been a member of the engineering advisory board at Stellenbosch University.

## **Andreas Skopal, Director, Customer Leader South East Asia, PwC**

Andreas focuses on customer and channel optimization, and has led more than 30 engagements to identify and deliver significant customer acquisition, retention, and cross-sell revenue growth for wealth management firms, insurers, and retail banks in Australia and the UK. He has significant experience in the business consulting and financial services industries, including 3 years in group strategy for one of the big 4 Australian banks. Andreas also has experience in customer insights and analytics, customer and channel partner segmentation, sales process, sales metrics/KPI design, lead referral, and campaign optimization. Andreas utilizes an agile approach with clients to rapidly design, prototype, test, and refine improvements in product, process and proposition design.

## **Bryan Smith, President & CEO, Allianz Ayudhya Assurance Pcl., Thailand**

As President, CEO, and a member of the Board of Directors, Bryan is focused on helping Thais achieve financial security. He first joined the company as Chief Officer of Direct Marketing in 2009 and in April 2010 was also appointed as leader of their Bancassurance and Group businesses. Before joining Allianz Ayudhya Assurance Pcl., Thailand, he was Senior Vice President, AIA Marketing, Asia; President & CEO, AIG Marketing Corporation, Asia; and Regional Vice President – Direct Marketing, Bancassurance & Database Marketing, AIG, Asia.

## **George Tan, MBA, Board Director and Chief Executive Officer, Sino-US United MetLife Insurance Company Limited (MetLife China)**

George has been Board Director and Chief Executive Officer of Sino-US United MetLife Insurance Company Limited (MetLife China) since November 2013, and has also been part of the Asia Leadership Group at MetLife Inc. He has over 23 years of progressively responsible experience in the financial services and insurance industry with extensive Greater China, U.S., and Europe exposure. Prior to this role, he was Regional Director for Prudential Corporation Asia as well as a Board Director and Chief Executive Office of CITIC-Prudential Life Insurance Company Limited (Prudential China). Before joining Prudential, he worked with Allianz, Aetna, and Ping An in various senior leadership positions. George graduated from The Wharton School at University of Pennsylvania with a Master of Business Administration degree.

## **Hugh Terry, Founder, The Digital Insurer, Director, Insight Consulting Group Pte Ltd.**

Hugh is an experienced insurance professional with 20 years' experience in the Asia Pacific region covering insurance companies, business consulting, as well as successful set-up and exit from his own businesses. Hugh is an actuary by profession. The Digital Insurer ([www.the-digital-insurer.com](http://www.the-digital-insurer.com)) is an online forum for professionals interested in the application and impact of technology on insurance business models. The forum contains strategic articles to help companies plan how to use digital technology in their own businesses. Hugh's personal business objective is to help insurance companies create and execute innovative business development strategies. Central to this is to anticipate and leverage trends in digital technologies as these are having a profound impact on existing business models as well as opening up new opportunities.

## **Ian J. Watts, Senior Vice President and Managing Director, International Operations, LIMRA and LOMA**

Ian joined LIMRA and LOMA in 2013 as senior vice president International Operations. As head of LIMRA and LOMA's International Operations, Ian is responsible for developing and expanding business opportunities in Asia, Latin America, Africa, and the Middle East. Prior to joining LIMRA and LOMA, Ian was Global COO at ACE Life International, where he was responsible for day-to-day operations and new business development. He has held CEO positions in India and China for AIG and AIA, and had extensive global experience in the UK, EMEA, and Latin America.



## Does Your Company Need More Agents and More Sales?

### ***Jump on the Fast Track for Success!***

The Fast Track to Management program provides agents and pre-unit managers with foundational knowledge and key techniques for finding, recruiting, and developing new agents.

This NEW training program is built for today's business realities:

- "Bite-sized" training is quickly learned and applied
- Tools and techniques are easily mastered
- Required and elective courses deliver measurable results
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Earning a Fast Track to Management certificate is the first step to achieving the AIAM designation!

For more information, please contact  
[thecentre@limra.com](mailto:thecentre@limra.com)  
or your LIMRA Representative.



Each person attending this function must be mindful of the constraints imposed by federal and state antitrust laws. The people here today represent companies that are in direct business competition with one another. LIMRA and LOMA's purpose is to provide a forum for the free exchange of ideas on the designated topics of our meetings. It is not the purpose of these meetings to reach any agreement that could have anticompetitive effects.

Individuals must keep in mind that a violation of the antitrust laws may subject them to substantial fines and a jail term. You can avoid problems by following simple guidelines:

1. Stick to the published agenda.
2. Pricing, premiums, benefits to be offered or terminated are competitively sensitive information which competitors should not exchange or discuss with each other. Never take a poll of views or make a collective agreement on these issues.
3. Always retain your right to make an independent judgment on behalf of your company.

LIMRA and LOMA are dedicated to the purpose of assisting all of its members to achieve their competitive potential.

**No smoking during any function.**

# SCHEDULE AT A GLANCE

## THURSDAY, 6 NOVEMBER

7:30 a.m. — Registration Opens

9:00 – 10:00 a.m. — Opening Keynote Speaker

### ***Social Media & the Future of Agency Distribution***

10:00 – 11:00 a.m. — General Session

### ***The Confidence to Take Risks***

11:00 – 11:30 a.m. — Networking Break

### ***Sponsored by MetLife***

11:30 a.m. – 12:30 p.m. — Breakout Sessions

### ***1A – Responding to a Changing World of Insurance Distribution – A Reinsurer’s Perspective***

### ***1B – Transforming Consumer Engagement – From the Old World to the New Digital World***

12:30 – 1:30 p.m. — Lunch

1:30 – 2:30 p.m. — Breakout Sessions

### ***2A – Digitizing Bancassurance***

### ***2B – Addressing Today’s Agency Challenges***

### ***2C – Above-the-Line Marketing of Micro-Insurance – Lessons from Indonesia & South Africa***

2:35 – 3:35 p.m. — Breakout Sessions

### ***3A – Bank Distribution Networks: Capturing Their Full Potential***

### ***3B – Driving Agency Productivity***

### ***3C – Mitigating the Risks of Digital Distribution***

3:35 – 4:00 p.m. — Networking Break

4:00 – 5:00 p.m. — General Session

### ***Return of the Jedi: ‘Do or Do Not Do, There is No Try’***

5:00 – 7:00 p.m. — Evening Reception

## FRIDAY, 7 NOVEMBER

8:00 a.m. — Registration Reopens

9:00 – 10:00 a.m. — General Session

### ***Digital innovations in Asia***

10:00 – 11:00 a.m. — CEO Panel

### ***Trends & Opportunities in Greater China***

11:10 – 11:30 a.m. — Networking Break

11:30 a.m. – 12:30 p.m. — General Session

### ***Leapfrogging into the Digital Era of Customer Communication***

12:30 – 1:30 p.m. — Lunch

1:30 – 2:30 p.m. — Hot Topic Discussions

2:30 – 3:30 p.m. — Closing Keynote Speaker

### ***Digital Thinking to Transform the Insurance Industry***

The Asia Distribution Conference has gone mobile! Go online to [www.eventmobi.com/asiadistribution](http://www.eventmobi.com/asiadistribution) to create your profile, view attendee information, provide session feedback, download conference resources, and more!

