

## CommInsure completes business restructure, appoints two GMs

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CommInsure has finalised the restructure of its insurance operations into five distinct lines of business - a radical departure from its previous model - when it appointed one of its senior staff, Claire Roberts to general manager in wholesale life, and Michael Browne from head of marketing to general manager in business services.

Roberts, currently CommInsure's general manager in life operations, was the final appointment from the general manager roles that were created to head each of CommInsure's new lines of business, which are wholesale life, direct life, super and investments, retail advice, and general insurance.

The wholesale life business provides risk products and services to mass market customers through industry funds, corporates, master trusts and platforms.

Meanwhile, as business services general manager, Browne will oversee strategy, marketing, distribution support and organisational development across all businesses.

They both start their new roles next week (12 July).

Last month, the group announced the four other general managers, which included the move by former general manager of Financial Wisdom, Tim Browne, as CommInsure general manager in retail advice.

Greg Ballard, CommInsure's general manager investments, was appointed to general manager of superannuation and investments.

Gareth Newton, formerly CommInsure's general manager business services, has been appointed general manager - direct life.

Paul Rayson, CommInsure's managing director, said that with CommInsure's new dedicated lines of business, the different teams can now focus on providing better service to each customer segment.

Two weeks ago, insurance research from Investment Trends show that CommInsure came second in the firm's inaugural Investment Trends Life Insurer Benchmarking Report. The researcher credited CommInsure's WriteAway product as one of the 2009 launches that paved the way for more improvements and demands this year.

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