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Suncorp Life creates powerhouse to support distribution

Suncorp Life has created an engine room for product and service development and delivery that will further support independent financial advisers and grow its direct distribution business.

Suncorp Life Chief Executive Geoff Summerhayes said, “The Product & Service business unit has been created by combining our Life Risk and Superannuation & Investments functions under the one roof.

“It will deliver product and service in both life and superannuation that will be sold through two fully-focused channels – one on intermediated distribution called Adviser Distribution and one on direct, called Direct Customer.”

Product & Service will be headed up by Executive General Manager Sean Carroll, who was most recently Executive General Manager (EGM) of Suncorp Life New Zealand. Product & Service also includes pricing, claims, underwriting, administration, call centre and reinsurance functions.

Direct Customer will be led by EGM Vicki Doyle who will be accountable for the value proposition and channel strategy to direct customers of both Life and Superannuation & Investments.

Adviser Distribution, headed up by EGM Jordan Hawke, will drive intermediated distribution, which includes Asteron Life, Guardian Advice, Standard Pacific and channel/dealer support services.

“Being part of the Suncorp Group allows us to leverage household brands like GIO, AAMI, and Apia, so we are committed to maximising that opportunity through direct sales.

“The IFA market remains critical to Suncorp Life’s business as we continue to build and sustain relationships with IFA’s through our Asteron Life brand,” Mr Summerhayes said.

David Carter (previously, EGM Direct Distribution) was announced as the Executive General Manager New Zealand in December, and commences in the role on Monday 30 January.

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