# Navigate the complexities of underwriting commercial lines An event exploring how insurers can use innovation to gain a competitive advantage in their commercial lines

**Thursday 20 April, 2023**

More than 200 senior executives responsible for managing commercial lines within insurers are set to attend Commercial Lines Innovation USA 2023, a two-day event which will take place on May 16–17 in Chicago.

Driven by increasingly complex market conditions under which, pushed by rising claims costs and macroeconomic uncertainty, rates in many lines of business continue to harden, commercial insurers are under more pressure than ever. Capacity has become more selective, and inflation and economic uncertainty are causing growing challenges for underwriters and brokers, while new entrants and talent are changing the underwriting landscape by leveraging new, innovative, technology-led solutions to drive growth and make smarter underwriting decisions.

The solution for commercial lines underwriters and brokers is to embrace data, technology and innovation themselves—and find ways of staying one step ahead of the competition. They increasingly understand that, to succeed, they must transform disruptors into enablers who support and add value to their own digitisation strategy. Those who fail will lose market share to insurtechs, managing general agents and those incumbents with the foresight to innovate with them.

That context gives speakers and delegates at this event much to discuss, from how to write tougher classes of business and mastering the integration of third-party data to how better to align broker interests and helping clients navigate the hard market, and this event will inspire and inform delegates, helping them make better strategic decisions.

To be held at the Hilton Embassy Suites, Chicago Downtown, the event will explore the challenges re/insurers face in grappling with the challenges of the macroeconomic climate and increasing premiums yet reduced capacity, changing distribution models and fast-moving technology.

Attend Commercial Lines Innovation USA 2023 as 40+ senior executives from Aon, AXA XL, Hiscox USA, Brown & Brown, Argo, Munich Re and WR Berkley examine the unique risks and opportunities senior executives working directly on commercial lines must grapple with when making strategic decisions around underwriting and portfolio management.

Delegates will hear directly from 40+ CEOs, CUOs, CIOs and Chief Actuaries from some of the biggest commercial lines players, who will help map a pathway to how to innovate, underwrite these risks profitability and achieve growth. The event will also explore new ways of understanding and managing different risks, and discuss how carriers can adjust and realign their underwriting appetite, as capacity is constrained, and price expectations continue to adjust in different lines of business.

Helen Raff, director–event portfolio, Intelligent Insurer, said:

“Underwriters and brokers within the commercial lines insurance industry have never faced so many challenges and had the choice of so many solutions. The macroeconomic climate continues to dramatically affect underwriting decisions, pricing and policy, risk appetite and distribution models as we see huge inflation, unpredictable catastrophes, supply chain issues, and the effects of war.

“Speed to market, customer service, efficient processing, reducing the expense ratio and risk reduction are more important than ever in today’s commercial landscape, and organisations that embrace these challenges, empower their staff and integrate new technologies into their processes will gain the competitive advantage—leading to new product development, growth, better customer retention and increased profitability.

“There has never been a more important time for underwriters and brokers to come together to discuss the core issues facing the industry.”

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Featuring more than 40 commercial lines insurance specialists as speakers and delivering two days of networking and thought-provoking content, the event will deliver a powerful combination of in-depth case studies, keynote presentations, and lively panel debates designed to deliver the strategic insight that insurance executives need to instigate and deliver innovation in this fast-evolving and complex space.

The speakers and panellists are all experienced insurance professionals with specific knowledge and hands-on expertise working on the front line of what is a rapidly changing landscape for commercial lines in the US.

Run by Intelligent Insurer, the leading digital hub for senior insurance executives, brokers and insurtechs, the event the features leading industry figures as speakers including:

- Neil Harrison, Global Chief Claims Officer, Commercial Risk Solutions, Aon
- Rose Hall, Senior Vice President, Head of Innovation, Americas / Co-Founder at AXA XL Ecosystem, AXA XL, a division of AXA
- Alex Williams, Chief Digital Officer, Mission Underwriting Managers
- Kevin Kerridge, Chief Executive Officer, Hiscox USA
- Gray Nester, Chief Information Officer, Brown & Brown
- Alex Williams, Chief Digital Officer, Mission Underwriters
- Kirsten Charlton, Chief Global Business Services and Innovation Officer, Argo Group
- Ravi Ranjan, Chief Actuary–Berkley Management Protection, WR Berkley Corporation

Delegates will benefit from:

- Exclusive networking with C-level executives directly setting strategy in this space
- Two days of analysis specific to the challenges and opportunities of commercial lines
- Insights into the impact of macroeconomic forces on the commercial lines space
- Detail on data and analytics being used to make better underwriting decisions
- A deeper understanding of the most lucrative and risky market segments and business lines
- An agenda covering the biggest challenges in commercial lines, thoroughly researched with the industry's most senior players
- Exclusive presentations on how to navigate market challenges to secure profitable growth

The ground-breaking event is the latest in an ongoing series of events run by Intelligent Insurer with the aim of equipping industry players with the networks, insights and knowledge needed to progress their careers and drive the wider evolution of the re/insurance industry.

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