

Ready to kickstart innovation in commercial lines

Monday 20 September, 2021

A free virtual event exploring how insurers can kickstart digital transformation for commercial lines

More than 1,000 senior executives responsible for managing commercial lines of business within insurers have already signed up for the free [Commercial Lines Innovation Europe](#) taking place online between October 11 and 13.

Driven by technology and customer expectations, business models and routes to market for commercial lines of business are changing rapidly. Insurers that fail to adapt will be left behind. So, it is no wonder so many experienced professionals have signed up to participate in this unique event.

[Commercial Lines Innovation Europe \(October 11–13\)](#) will bring together 1,000+ executives managing commercial lines of business within insurers to deliver a roadmap for customer-focused, analytically informed, and operationally agile commercial insurance. No other industry event filters through the personal lines players to curate a line-up focused entirely on technology and innovation for commercial lines.

Featuring more than 60 speakers and delivering more than 15-hours of thought-provoking content, the event will deliver a powerful combination of in-depth case studies, interactive roundtables and lively panel debates designed to deliver the strategic insight that insurance executives need to tackle the data challenges they face in an evolving distribution landscape.

The speakers and panellists are all experienced insurance professionals able to speak from years of personal experience working on the frontline of what is a rapidly changing landscape as commercial customers demand a different experience and technology is driving change on multiple fronts.

Run by [Intelligent Insurer](#), the leading digital hub for senior insurance executives, brokers and insurtechs, the event is free for insurers to attend and features leading industry figures including:

- Hayden Seach, Chief Underwriting Officer, **Generali**
- Gustavo Barreto, Chief Commercial & Marketing Officer, **Ageas Portugal**
- Jörgen Olsén, Chief Operating Officer, **SiriusPoint International**
- Thomas Sepp, Chief Claims Officer, **Allianz Global Corporate & Specialty**
- Chris Read, Chief Operating Officer–UK & London Market, **AXA XL**
- Herbert Baeten, Chief Underwriting Officer, **MS Amlin**
- Luis Prato, Chief Underwriting Officer, UK & London Market, **AXA XL**
- Milena Martinovic, Head of Corporate Business Governance & Chief Underwriter, **UNIQA**
- Siobhan O'Brien, Managing Director, Cyber Centre of Excellence Leader, **Guy Carpenter**
- Agustí Pascual, Head of Strategy & Transformation for SME, **Zurich**
- Gregory Foulger, Head of Commercial Lines, Business Development & Reinsurance, **AXA**
- Turlough O'Brien, Head of IT, Commercial Lines, **Aviva**

Agenda

Day one, on October 11, will cover underwriting and pricing and address how insurers might [overcome challenges facing commercial underwriters and leverage technology to augment the underwriting process](#), with sessions covering topics such as how to bolster underwriting performance through effective pricing and governance, how to maximise efficiencies through rules-based automation and how to transform the profitability of a cyber book.

Day two, on October 12, will explore operations and data starting with how to [build a digital transformation strategy for commercial lines using t](#)he many cutting-edge technologies, both established and emerging, with the potential to reimagine the future of underwriting, making operations more efficient in the process. From automation to artificial intelligence (AI) to leveraging data, experts with experience of using and implementing these technologies will discuss their potential to transform underwriting departments.

Day three, on October 13, will cover distribution and start with the theme of [risk prevention and advisory services as commercial lever for business customers](#). The session will go on to cover what brokers of the future will look like and how they will use technology to compete and thrive by using technology, how to

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plug the education gap around cyber and an examination of the use of non-traditional distribution partners.

This 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.

Rachael Gore, head of digital content for *Intelligent Insurer*, said:

“The COVID-19 pandemic has challenged leaders in many ways and has accelerated existing customer trends. The same is true for commercial lines. As companies across the insurance industry race to digitise, **how do commercial lines insurers develop new business plans and business models and become change agents able to lead their organisations through digital transformation?**”

“With sessions on robotic process automation, machine learning (ML), natural language processing, AI, the internet of things, and blockchain, this event will cover all of the game-changing innovations on the market. It will help attendees discover how technology is being implemented by commercial carriers today and create a roadmap for their own business.”

Here is a snapshot of what some of the speakers said:

Gustavo Barreto, chief commercial officer, Ageas Portugal, said:

“I am looking forward to participating in this conference, where we hope to share and learn the hidden benefits of prevention technology and risk assessment approach in commercial lines, as a key lever for customer engagement and service differentiation”

Robert Svebeck, founder, XRSTORY.IO, said:

“The industry has entered a new paradigm where predictions using ML and AI bring incredible possibilities to help decision-makers in their day-to-day work. But can we trust the algorithms? What data was used?”

“We will explore new ways of understanding the complex predictions made by algorithms, understanding the multidimensional data behind the results and, equally important, new innovative ways to tell the ‘data story’ so that other people also can understand it better.”

Maya Bundt, head of cyber and digital solutions at Swiss Re, said:

“Managing cyber risks has become part of the cost of doing business. Insurance can play a supporting and very important role here.”

Gregory Foulger, head of commercial lines, business development and reinsurance at AXA, said:

“Digitisation is absolutely essential as we strive to better connect, communicate and ultimately serve society—our customers. Automating the underwriting process brings sizable upsides to our customer and broker experience, and also to our own data, which allows us to better design solutions and understand our customers.

“That’s not to say everything should be automated—we need to strike the balance between AI and the human touch, ultimately putting our targets segments’ needs at the core of our propositions. I’m very much looking forward to discussing these points and hearing the opinions of others working in our industry.”

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Company Contact:

[Intelligent Insurer](#)

T. 02033018205

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