

# Guardrisk introduces a new client centric operating model from 1 July 2016

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On 1 July 2016, Guardrisk introduces a new client centric operating model, in order to harness its resources more effectively and serve clients better. That's according to Herman Schoeman, current MD of Guardrisk.

"The new structure aligns with the client centric model of our parent company, MMI Holdings and enables Guardrisk to extend MMI's lifetime financial wellness strategy into the corporate space under the banner of corporate financial wellness," says Schoeman.

From 1 July 2016, Guardrisk will be headed by two managing executives, Richard Eales and Francois Schaap and Schoeman will be the CEO of the Guardrisk Group.

Richard Eales, who is currently the managing executive: corporate risk solutions, Admed and the international businesses, joined Guardrisk in 2002. Alternative risk transfer solutions are his area of

expertise and he has designed tailor-made solutions for corporates of all sizes, including many industry firsts.

Francois Schaap, who is currently the managing executive: life, joined Guardrisk in 1999 and was instrumental in the creation of Guardrisk Life. Alternative risk transfer solutions in the life and employee benefits spaces are his areas of expertise.

Until now Guardrisk's, short-term and life businesses have operated independently with their own marketing teams. After 1 July, the marketing teams will be combined into client segments, rather than licence specific teams.

Eales will be responsible for client segmentation and service, which includes the four client segments: 1st party (corporate client) cells, volume, affinity and UMAs; and Schaap will head up business development and technical support, encompassing actuarial, reinsurance, claims and underwriting.

"These changes herald a new chapter in the Guardrisk story...transforming the business into a more effective and efficient organisation, better positioned to respond to clients' changing needs and the ever shifting regulatory landscape," says Schoeman.