

# ALEX KING

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A charismatic transformational leader with a proven ability to deliver new business success, balancing the risk management and growth demands of a pan Asian business. A creative thinker who is passionate about delivering protection propositions that offer valuable cover to customers. Skilled at getting the best out of a wide spectrum of personality types and building high performing leadership teams.

## EXPERIENCE

SEPTEMBER 2013 – MAY 2019

### MANAGING DIRECTOR, ASIA, PACIFIC LIFE RE SINGAPORE BRANCH

- Built and led a team of 100 staff across Asia (up from 25 staff in 2013)
- Delivered profitable new business growth of 70% in each of the last two years
- Developed the Asia business strategy, getting buy in from stakeholders; building the business to USD 1.4bn of PV of inforce premiums by end 2018 (400% increase since 2013)
- Established a strong reputation with target clients across nine countries for innovation, seen as a 'go-to' reinsurer of choice.
- Materially expanded the footprint of the business, launching a Branch office in Seoul and a rep office in Shanghai.
- Member of Executive Committee providing valuable insights and challenge, including input into the wider strategic direction of the company

JANUARY 2012 – SEPTEMBER 2013

### HEAD OF MARKETING, ASIA, PACIFIC LIFE RE SINGAPORE BRANCH

Started the transformation of the Asia business by identifying clients who had the best prospects and developed several successful new product initiatives which helped to change the market reputation of Pacific Life Re, Asia. Built a suite of innovative new products and helped to tailor these to the demands of the different Asian markets.

AUGUST 2004 – DECEMBER 2011

### HEAD OF PROTECTION, PACIFIC LIFE RE UK

- Face of PL Re to UK and Irish clients delivering strong year on year growth to lift PL Re to be considered a major reinsurer.
- Managed the internal/external delivery of all protection client activity.
- Regularly scored highly amongst reinsurance market peers in the NMG Business Development survey.
- Used strong relationship management skills to successfully retain and keep open to new business all protection treaties when the company was downgraded in the Global Financial Crisis.

**JULY 1997 – AUGUST 2004**

**MANAGER, PROTECTION PRICING, PRODUCT DEVELOPMENT & REINSURANCE**

HSBC LIFE UK

- Led a team of actuaries to deliver all new protection product developments which were launched across HSBC's UK bank branches
- Regularly assessed the profitability and competitiveness of all life and CI products and re-priced as required
- Go to person on reinsurance matters including leading market-wide new product tenders, negotiation of pricing and contract terms

**EDUCATION**

**2005**

**FELLOW OF INSITUTE OF ACTUARIES**

**1997**

**BSC MATHEMATICS WITH ACTUARIAL SCIENCE, UNIVERSITY OF SOUTHAMPTON**