

## The Geneva Association's 2022 Women in Insurance Award goes to Anne Fortin of Intact Financial Corporation for successful innovations to better serve insurance customers

The annual award recognises women insurance leaders whose work positively impacts society and demonstrates the power of insurance to be a force for good

**ZURICH, 12 MAY 2022** – The Geneva Association is pleased to announce the winner of the 2022 Geneva Association Women in Insurance Award: Anne Fortin, Executive Vice President, Direct Distribution and Chief Marketing and Communications Officer, Intact Financial Corporation (IFC).

The award selection committee – comprised of Amanda Blanc, Group CEO of Aviva plc; Philippe Donnet, Group CEO of Generali; and Anna Manning, CEO of Reinsurance Group of America – selected Anne Fortin for her work to put customers at the centre of the insurance experience.

Under Anne's leadership, IFC's direct business – belairdirect – is transforming the customer experience with jargon-free, easy-to-understand insurance language. Anne Fortin has also played a critical role in revolutionising customers' digital experience, from the moment they shop for insurance to providing ongoing driving monitoring. The automerit telematic tool positively influences clients' driving behaviour with safe-driving discounts, safety tips, roadside assistance, notifications of safety recalls and automatic crash detection.

**Christian Mumenthaler**, Chairman of The Geneva Association and CEO of Swiss Re, said: "I congratulate Anne Fortin on winning this award and her commitment to excellence in serving insurance customers. Anne's work to simplify the insurance experience and promote safe behaviours highlights insurance's positive contributions to society with the aid of technology. It is great to see more and more executive women in insurance recognised as leading innovators."

**Anne Fortin** commented: "I am honoured to receive this award and want to thank The Geneva Association for it. Being given this distinction is very humbling and, of course, a reflection of the tremendous teamwork and excellence that my colleagues demonstrate every day. I also want to thank the Association for creating this award to recognise the contributions of women in the insurance industry. For me, this is a concrete way to inspire all women in the industry, no matter where they are in their career, to be ambitious, seize the opportunities that come their way and make their mark."

Anne Fortin joined IFC in 2011 and in June 2021, was appointed Executive Vice President, Direct Distribution and Chief Marketing and Communications Officer. When the global pandemic hit in 2020, Anne was a driving force behind IFC's delivery of more than CAD 635 million in relief efforts to clients. She is also part of the team overseeing IFC's donations to help address the humanitarian crisis in Ukraine. Anne Fortin is a member of IFC's Executive Committee and Operating Committee.

The 2023 nomination process will open in November 2022, with applications due in February 2023.

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