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LIAM RE-ELECTS LOH GUAT LAN AS PRESIDENT

New Straits Times, Malaysia



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THE Life Insurance Association of Malaysia (LIAM) has re-elected Loh Guat Lan, Group Managing Director/Chief Executive Officer of Hong Leong Assurance Berhad as LIAM President at its 48th Annual General Meeting held on March 30. She is supported by Raymond Lew, Chief Executive Officer & President of Sun Life Malaysia Assurance Berhad who has been re-appointed as Vice-President for the 2022/2023 term.

Loh Guat Lan is currently the Group Managing Director/Chief Executive Officer of Hong Leong Assurance Berhad (HLA) and has more than 30 years of experience in the life insurance industry.

She began her professional career as a Management Trainee with a reputable international life insurance company. She took on various leadership positions and gained extensive experience in agency management, branch management, agency development, and training. Her last role prior to joining HLA was Vice-President & Senior Director of Agency (Malaysia), the first lady appointed for such position then in Malaysia and among Asia's six countries in her previous com-

pany. She joined HLA as Chief Operating Officer of the Life Division in August 2007 and was appointed as Group Managing Director/Chief Executive Officer on Sept 1, 2009.

Meanwhile, Raymond Lew brings 30 years of financial experience to his role as the Chief Executive Officer & President of Sun Life Malaysia Assurance Berhad (SLM). He also serves as the Country Head of Sun Life Malaysia where he oversees the operation of Sun Life financial businesses in Malaysia.

Since joining SLM in 2013, Raymond has pioneered numerous business transformation projects with proven business results. During his stint as the Deputy CEO, he grew the SLM's distribution, marketing and analytics operations, drove client experience and digital transformation agenda and most notably, steered the expansion of partnership network, development of Insurance Specialist and other new distribution channels, all of which has led to the impressive business transformation of SLM.

LIAM also welcomes a new management committee member namely Khoo Ai Lin, CEO of Zurich Life Insurance Malaysia Berhad for the term 2022/2023.



LIAM President Ms Loh.



LIAM VP Raymond.



LIAM CEO Mr Mark O'Dell.

The Association is also supported by six other committee members namely Ben Ng, CEO of AIA Bhd; Paul Low Hong Ceong, CEO of Etiqa Life Insurance Berhad; Datuk Koh Yaw Hui, CEO of Great Eastern Life Assurance (Malaysia) Berhad; Vibha Coburn, CEO of Manulife Insurance Berhad; Lim Eng Seong, CEO of Prudential Assurance Malaysia Berhad; and Toi See Jong, CEO of Tokio Marine Life Insurance Malaysia Bhd.

According to LIAM CEO, Mark O'Dell, over the years, LIAM has been consistently promoting the importance of life insurance protection to all Malaysians and enhancing the public understanding and appreciation for life insurance through its various engagement programmes and consumer education campaigns on various platforms including social media.

"We work very closely with Bank Negara Malaysia and other key stakeholders in fulfilling the industry's

agenda to improve financial literacy and financial well-being of Malaysians," said O'Dell.

"Through our consumer education programmes, we highlight the virtues of life insurance and continue to educate the consumers on how the various types of life insurance policies can help meet their needs and play a crucial part towards a sound financial planning.

We also inculcate high standards of professionalism and integrity of our staff and agents through best practices to engender trust in the industry."

The life insurance industry remains committed and focused in pursuing its financial inclusion agenda and the national aspiration in increasing the penetration rate and narrowing the protection gap in the country.



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