**Bruno Geiringer**
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## SUMMARY

- Experienced board and board committee member with current iNED roles
- 25 year senior executive director career in various UK life companies
- Senior Partner for over 10 years with international law firm, Pinsent Masons LLP, specialising in life assurance, pensions and wealth management
- Focus on governance and regulation in the Insurance, Pensions and Investment sector

## PROFILE

- Current iNED experience at Prudential Assurance Company
- Broad range of senior executive and leadership roles in various life and pensions organisations in the UK
- Strong focus on strategic planning, governance, risk management and business integration
- Specialism in life assurance and particularly with-profits and unit-linked business, protection, platforms, distribution channels and M&A
- Whilst in-house lawyer, undertook a number of non-legal roles as project sponsor of mis-selling review teams with budget of £110m and 100 FTEs. Project board member for numerous product launches, design and development projects, with product oversight role; project review board member for policy processing migration of 17 systems to a single GUI system; co-author of a number of strategic plans at Canada Life with the CEO
- At forefront of development of (what was wrap and fund supermarket) platforms in the UK, having advised on infrastructure acquisition and product propositions for Aegon, Nucleus, Novia, AXA Elevate, Cofunds, Zurich, Mercer, Friends and Aviva platforms
- As director, company secretary and compliance officer in life companies for over 25 years, attended hundreds of board and audit, risk and remuneration committee meetings
- Wide transactional experience, including demutualisations, various acquisitions and disposals and Part VII insurance business transfers
- Excellent relationships with the PRA and FCA. Approved person as CF1 (director), CF2 (NED), CF10 (Compliance) and CF11 (MLRO)
- Appointed as independent legal adviser to the with-profits committee of Co-operative Insurance Services to advise on the sale of the long-term business to Royal London in terms of the WPC's legal duties towards fair treatment of policyholders
- Have been the in-house legal adviser to the supervisory (in effect before they were called with-profits) committees of Scottish Provident, Scottish Mutual and Abbey National Life in 2005/6
- Worked with many of the top consulting actuarial firms, Milliman, PwC , Deloitte, KPMG, Grant Thornton, Oliver Wyman Limited
- Written extensively about life assurance and wealth management, and with-profits regulation, mainly for the Pinsent Masons' sister website, Out-Law.com. Please search under my name on this website for a sample of my articles

## CAREER HISTORY

**Prudential Assurance Company Limited**
**iNED – Member of the With-Profits Committee** **2015-present**
My role is to bring independent expertise and oversight to seek to ensure that Prudential is meeting its responsibility for treating with-profits policyholders fairly. I have been approved by both PRA and FCA.

**Pinsent Masons LLP- Partner** **2007-present**
**Insurance and Wealth Management**
Over 30 years' experience in corporate insurance transactions, restructuring, Part VII insurance business transfers, distribution agreements, PRA/FCA regulation, reinsurance, product development, friendly society mergers, with-profits regulation and wrap platforms. Main activity centres around advising insurers on their restructuring projects, whether looking to grow by acquisition, transfer risk using reinsurance, disposing of non-core companies and policy portfolios or reorganising their businesses by way of insurance business transfers under Part VII of FSMA. Advised friendly societies and mutuals on mergers, acquisitions and transfers of engagements.

**Investment and Life Assurance Group (ILAG)** **2013-present**
**Chairman (2017/2018) and Board director since 2013**
ILAG is a representative trade body which acts as a forum for producers, administrators and distributors of life and health protection insurance and of pension and investment products. Member of ILAG's NED Advisory Group.

**Abbey National plc/Santander UK** **2004-2007**
**Head of the Corporate Legal Team**
Lead lawyer (in a team with three others, representing corporate, finance and actuarial) on the sale of various non-core UK and European SBUs as Abbey sought to recover from crippling financial losses. Also, lead lawyer involved in acquisition by Banco Santander and organised infamous EGM at which shareholders approved the take-over. Co-led Abbey's team on the sale of Abbey's life businesses to Resolution plc for £3.6bn, (Scottish Mutual, Scottish Provident and Abbey National Life and related offshore businesses). Retained legal responsibility for James Hay SIPP and its wrap platform businesses.

**GE Life, Hitchin, Chiswick and London** **2003-2004**
**General Counsel, Company Secretary and Compliance Officer**
Short-term role during GE's exit phase from insurance. Restructured the Legal and Compliance team, advised on disposal of the sales force, reduction of broker division and advised on new product development.
Arranged reinsurance of annuity book.

**Canada Life Limited, Potters Bar, Herts.** **1992-2003**
**Exec Director, Legal, Compliance and Co Sec**
Market leader in group life, offshore and annuity insurance. Member of the life company board and senior executive team. Co-wrote strategic plans. Undertook non-legal roles leading the pensions and endowment mis-selling reviews - no fines. Led acquisition of RSA group life and income protection business. Executive role with the Isle of Man Subsidiary. Part of new product development team for innovative lifetime annuities, offshore savings and protection products.

**Crown Life, Woking** **1985 - 1992**
**Exec Director, Legal, Compliance and Co Sec**
Wide variety of legal and non-legal executive roles.

## INDUSTRY BODIES/OTHER

Member of the ABI's working party to revise the Guide to Good Practice for Unit-Linked Funds in 2014
PRINCE 2 Project and Programme Management trained
Financial Planning Certificates 1 and 2

## KEY COMPETENCIES

**Leadership**
High management focus and openness with people, quickly establishes goals. Experienced in dealing with UK and non-UK cultures. Good at establishing relationships with others in teams. Ability to delegate and monitor accountability. Successful as a mentor and developing people. Skill in coaching management.
**Project Management**
Proven record of leading and delivering major projects and programmes. Particular skills in product development and oversight and integration. Delivered major acquisitions. Good at managing professional relationships.
**Innovation**
Developed and implemented strategic plans to reflect changes in the market and anticipate trends.
**Communication**
Experienced at internal and external communication, to, a wide variety of audiences, from overseas parent boards to junior lawyers. Wide range of contacts in the life, wealth management and platforms industry.
**Focus on Results**
Developed and led the development of the Life and Wealth practice from nothing at Pinsent Masons into substantial contributor to firm's earnings and reputation. Ability to see new opportunities for top line growth.

## PROFESSIONAL QUALIFICATIONS AND DEVELOPMENT

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| Qualified as a Solicitor | 1982 |
| Training/solicitor, Stoneham Langton & Passmore, Bolton Street, Mayfair | 1980-1985 |
| LLB, London Metropolitan University/College of Law | 1977-1980 |
| Henley School of Management, Corporate Leadership course | 2000 |

## PERSONAL

Married, 3 adult children