



CII

Biographical Notes



Mark Cliff

Chief Executive Officer
Retail and Distribution, Ageas
CII Vice President

Mark Cliff joined Ageas Insurance Limited as Managing Director in October 2008, building on the award-winning general insurance business in the UK and focusing on optimising its position in the market as a leading provider of customer-focused insurance solutions.

In April 2013, Mark was appointed to the role of Chief Executive of Ageas Retail and Distribution, responsible for all Ageas UK's broker distribution and affinity relationships, as well as Ageas's owned distribution businesses comprising Kwik Fit Insurance Services, Ageas Insurance Solutions, RIAS and Castle Cover.

Mark joined Ageas from AXA Insurance, where he held the position of Markets, Managing Director, with responsibility for all distribution channels, commercial branch operations, as well as customer service and marketing. Prior to that, Mark was with RSA in a variety of roles for 15 years and studied at business school in Fontainebleau, France. Mark makes an active contribution to the industry, through the Association of British Insurers where he chairs the travel committee, and is involved with liaison with motor manufacturers. In August 2012, Mark was also appointed as a Vice President of the Chartered Insurance Institute acting as an advocate and ambassador for and on behalf of the Institute. From April 2014, Mark is a member of the BIBA Large Brokers Advisory Board.

March 2014

Contact details: Mr M Cliff, Ageas Insurance, Tollgate, Chandler's Ford, Eastleigh, Hampshire SO53 3YA PA: Sarah Dempster, email: sarah.dempster@ageas.co.uk Tel: 0238 0313138
