

26 July 2021

esure announces appointment of Peter Simon as Chief Trading Officer

esure Group (“esure” or the “Company”) today announces that Peter Simon has been appointed as Chief Trading Officer with effect from 1 October and will join the esure Group Executive.

Peter is joining from Centrica, where he has been running British Gas residential and small business energy supply, including setting up its new energy platform business and brands. Prior to this he was responsible for Centrica Home Solutions including Centrica Hive, focusing on growing the Hive Brand of smart home products. Before Centrica, Peter worked at Barclays across its retail, corporate and wealth businesses in a range of roles including leading a turnaround of its unsecured lending business through the digitization and applied analytics before becoming Managing Director for Marketing, Analytics and Innovation.

At esure, Peter will be responsible for leading our Pricing, Underwriting and Data initiatives. Peter’s priorities will include building a world class trading and underwriting capability and driving our data capabilities across esure. As part of our strategy, esure is bringing together all of its data and analytics capabilities in a new centre of excellence to deliver value across the organisation and to our customers.

In 2019 esure started an exciting journey to transform the business into the UK’s leading pure-play digital insurer. World class underwriting and pricing, supported by an unbeatable platform and knowledgeable and caring staff, will be pivotal to the company’s success.

The appointment of Peter Simon completes the senior team at esure, following the appointment of David McMillan in 2019. The team now also comprises:

- David McMillan, Chief Executive Officer
- Peter Bole, Chief Financial Officer
- Darren Boland, Chief Risk Officer
- Andy Burton, Chief Technology Officer
- Justin Cockerill, Chief Commercial Officer
- Roy Jubraj, Chief Strategy and Transformation Officer
- Graham Hughes, Chief Claims Officer
- Caroline Smith, Chief People Officer
- Kirsty Whitehead, General Counsel and Company Secretary

David McMillan CEO of esure Group, said:

“I’m delighted to welcome Peter to esure. He has an outstanding track record of leading Data Science and Digital based transformation across Banking, Energy and the services sector more broadly.

His strong Trading experience will complement and enhance our existing strengths in Pricing and Underwriting”

Peter Simon said:

“I am very excited to be joining esure as part of such a talented team. I am hugely looking forward to helping deliver the transformation as esure positions itself for future digital and data-led innovation, growth and leadership in a fast-changing world.”

-ENDS-

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About esure

Founded in 2000, esure Group is one of the UK's leading personal lines insurers. The Group provides motor and home insurance products through the prominent esure and Sheilas' Wheels brands, and currently has a total of more than 2.4million policyholders. The Group is dedicated to building world-class insurance fundamentals across pricing and underwriting, claims and customer service, underpinned by data and analytics – the DNA of insurance. Looking forward, esure Group is progressing its digital transformation programme to become a world-class digital insurer, focused on the development of a new technology platform, its customer proposition and data assets

About Peter Simon

Peter most recently led British Gas Energy, where he was responsible for the energy supply for residential and small business customers, as well as establishing its new energy platform. He previously led Centrica Home Solutions in repositioning the Hive business. Before that, he was at Centrica's UK Home business as Customer, Product & Proposition Director. Before Centrica, Peter worked at Barclays across its retail, corporate and wealth businesses in strategy, transformation and leading the unsecured lending business before becoming Managing Director for Marketing, Analytics and Innovation. Prior to this, he spent 15 years in strategy and M&A advisory, first with Deloitte and latterly with PwC Transaction Services. Peter has an MA in Physics & Philosophy from Oxford University and an MBA (distinction) from London Business School. He has been a non-Executive Director for SmartEnergy GB and is currently a NED for Jersey Electricity and Energy UK.