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AIA appoints Anusha Thavarajah as new CEO

by **PREMALATHA JAYARAMAN**

AIA Bhd has appointed Anusha Thavarajah as its new CEO, the first woman to join AIA's rank of CEOs in the life insurer's six largest markets in the Asia-Pacific region.

Anusha will take over the helm from current CEO Bill Lisle, who has been appointed regional chief executive of AIA Group overseeing AIA's operations in Malaysia, Korea, Cambodia, India and Sri Lanka.

The company said the appointment, which will take effect on June 1, is subject to Bank Negara Malaysia's approval.

Anusha will report directly

to Lisle, who will in turn report to AIA group chief executive and president Mark Tucker, AIA's statement issued yesterday said.

Anusha will be responsible for steering AIA on its continuing journey of strong growth and transformation, as well as focusing on strengthening the company's multi-distribution channels to narrow the protection gap, enhancing AIA customer's experience by focusing on ease and simplification, and leveraging on technology to boost choice and convenience for its customers.

Anusha joined AIA in October 2011 as deputy GM

of finance and actuarial.

During that time, she played a key role in the successful integration of AIA and ING's businesses in Malaysia, reshaping the financial plans and strategies of the "new AIA Malaysia".

Lisle joined AIA as CEO in December 2012, when he was tapped to lead the complex and large scale integration of AIA's businesses in Malaysia following its acquisition of ING's insurance businesses in the country.

Under his leadership, AIA showcased strong business performance as evidenced by positive financial results

for two consecutive years, despite the challenges of integration.



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