



MCA Awards 2018 Finalist

**Change Management in the Private Sector
Curzon & Company with AIG Life**

In 2015 Adam Winslow became CEO of what was a middle order UK life insurer. He set a big ambition for AIG Life: to achieve 160% top line growth and move from eighth to top three provider by 2020.

Cultural, infrastructure, organisational and capability barriers stood in the way. Over the last two years, Curzon has helped put AIG Life firmly on an accelerated growth curve. This involved providing clarity on the strategic levers for growth, defining best course of change, implementing critical initiatives to overcome barriers, building a new distribution channel, and maturing the business's infrastructure, processes and capabilities.