



MCA Awards 2018 Finalist

Commercial Excellence

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. Curzon has helped AIG Life maximise value from business critical functions and overcome barriers to effective performance. Our pragmatic approach injected the right capabilities, processes and systems in pricing, procurement, cost optimisation, IT and change management. These interventions drove significantly greater commerciality and operational maturity. Two years into the five year journey, the result is impressive profitable growth and fifth place in market.