

AXA Assistance appoints new Head of Marketing

AXA Assistance welcomes Bruce Robertson as Head of Marketing and Product Development.

AXA Assistance is happy to announce the appointment of Bruce Robertson as its Head of Marketing and Product Development. This appointment supports AXA Assistance's decision to considerably develop its B2B2C (business to business to consumer) strategy.

Bruce's immediate focus will be to further develop AXA Assistance affinity and direct market proposition, apart from fortifying the traditional marketing functions of the team.

Bruce has a wealth of experience of Partnership Marketing and Sales, having held senior positions within insurance companies, brokers and financial services organisations.

Bruce will directly report to Rick Ware, Sales and Marketing Director. Commenting on this nomination, Rick says: "I am pleased to welcome Bruce in the sales and marketing team. Bruce has a deep understanding of direct marketing. His experience and expertise will be of great value to us growing our direct to consumer sales effort"

For Bruce Robertson, "it is a great time to be joining AXA Assistance. Their ambitious growth plans and entry into the Business to Business to Consumer market provides an exciting new challenge."



-Ends-

Notes to Editors:

May we ask you not to abbreviate 'AXA Assistance' and to publish 'AXA' in uppercase.

About AXA Assistance UK Ltd

In the UK, AXA Assistance offers motor, health, travel and home assistance services for a variety of international and national organisations. Its 24/7/365 service centres are operated from 2 offices – one in the UK and one in Ireland - by more than 450 coordinators entirely dedicated to delivering high quality service to customers. AXA Assistance aims to develop flexible and tailor-made solutions to better suit customers' needs and, moreover, can help retain customer loyalty. For more information on AXA Assistance UK Ltd please visit: www.axa-assistance.co.uk

AXA Assistance UK is authorised and regulated by the Financial Services Authority, firm number 439069.

AXA Assistance's headquarters are in Paris, France and it is a wholly owned subsidiary of AXA, one of the world's largest insurance groups. AXA Assistance, founded in 1959 was one of the first assistance companies to open its doors. For more information on AXA Assistance please visit: www.axa-assistance.com