



## NEWS RELEASE – FOR IMMEDIATE RELEASE

# Gore Mutual Continues to Strengthen Talent with New Chief Marketing and Distribution Officer and Vice President of Underwriting

**Cambridge, ON, January 18, 2018:** Looking to capitalize on its continued growth and accelerate its ambitious future plans, Gore Mutual has announced that Paul Jackson has been appointed Chief Marketing and Distribution Officer and Stephen Imrie is joining the company as Vice President of Underwriting. Both executive positions report to Heidi Sevcik, President and CEO of Gore Mutual.

Jackson has played a key role in Gore Mutual's transformation since joining the organization in 2014, and his leadership has helped the company reposition itself as a leading mid-sized modern mutual insurer.

Gore Mutual is investing more than ever before in its core capabilities and Imrie's appointment brings over 35 years of underwriting and risk management expertise to oversee the organization's personal and commercial insurance operations.

"The caliber of leadership at Gore Mutual has never been stronger, and we are strengthening talent at all levels of our organization," said Sevcik. "Paul's vision and in-depth understanding of the P&C landscape along with Stephen's extensive technical experience will be invaluable as we continue to develop the next generation of leaders for our company."

"Our business is experiencing an extraordinary period of growth in partnership with brokers across Canada," said Jackson. "We've established strong new capabilities and re-energized our brand and our value proposition. I'm very excited by this new opportunity and the remarkable path we're on going forward."

"I'm delighted to be joining Gore Mutual at this exciting time of growth and transformation," said Imrie. "This is a company with ambitious plans and I'm looking forward to being part of shaping its future."

Jackson's role is effective immediately and Imrie will join the company on February 20.

### **About Gore Mutual**

Founded in 1839, Gore Mutual is Canada's oldest property and casualty insurer, with over \$410M in premiums and over \$1BN in assets as of December 31, 2016. Based in Cambridge, Ontario and Vancouver, British Columbia, this Canadian-owned and operated mutual company employs over 350 people and is known for its investment in people, technology and innovation. With a long-standing commitment to genuine personal service, and with InsurTech partnerships such as BrokerLift, Gore Mutual is an unwavering supporter of its network of insurance brokers, who offer the highest standards of





service, choice and advocacy to Canadian customers. Gore Mutual was voted the #1 insurance company by the Insurance Brokers Association of Ontario (IBAO) in 2014 and certified as a “Great Workplace” in 2017 for the second time. The Gore Mutual Foundation strengthens Canadian communities by supporting local initiatives and has donated more than \$10M to over 650 charities. **Learn more about Gore Mutual at [goremutual.ca](http://goremutual.ca).**

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