

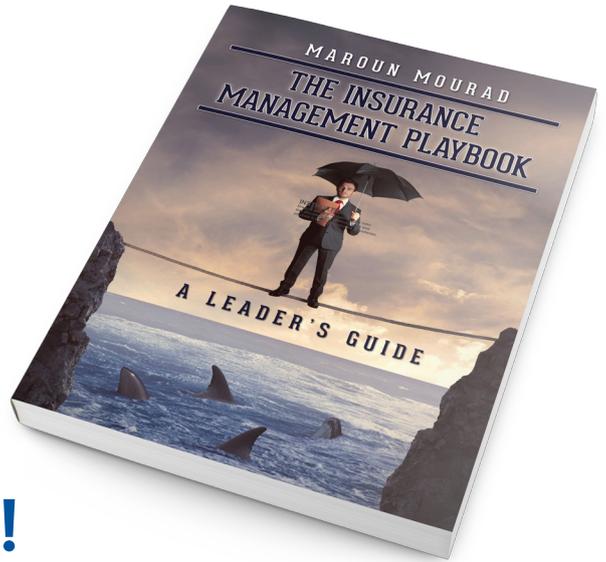


## THE INSURANCE MANAGEMENT PLAYBOOK

**FOR IMMEDIATE RELEASE**

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# A MUST READ FOR INSURANCE LEADERS!



Whether you're an insurance management veteran looking for a fresh perspective or gearing up to become the next great executive, this book's for you.

Through personal anecdotes and a distinctive sense of humor, Maroun Mourad's *Playbook* explores the good, bad, and ugly aspects of the insurance industry, encouraging a better and more efficient and profitable future to come. The best advice you can get is from someone who has been through the industry in different product lines, numerous countries, and multi-national as well as start-up company environments. Enter *The Insurance Management Playbook*, filled with common sense wisdom and advice, learned through more than fifteen years of international experience. This helpful handbook covers it all from superior customer and claims service to situational leadership, finance, investing, and budgeting, to the tough world of start-ups and M&A.

*"I know no better person I would want standing beside me when the chips are down and that is why Maroun remains one of my closest advisors. He is passionate about what he does and how he delivers it. I have been in the Insurance market for 25 years and have known Maroun for 15 of them as a reinsurer, colleague, entrepreneur, and most critically as a friend. There are many pitfalls to running an insurance operation and Maroun has experienced and dealt with most of them."* **Shane Doyle, CEO and Group Chief Underwriting Officer, Dual International**

*"The content delivers the title! Comprehensive, high-level, and grounded in real-life experience. The author also passes the double challenge of making a management and an insurance book informative and fun to read."*  
**Jean-Christophe Tessier, Head of FINPRO, Marsh France**

Maroun Mourad is a well-known insurance executive whose immense passion for the industry has fueled a rapid rise through the ranks of senior management roles from the United States to Continental Europe, the United Kingdom, and the Middle East. He began his insurance career in 1998 as an underwriter for Gen Re in San Francisco before transferring to Paris and later receiving a promotion to the London office. Mourad was then recruited by AIG Europe to serve as Vice President, Profit Center Manager Corporate, and COO for its Financial Lines business. In 2008, Arch Re lured Mourad to Dubai as COO of its \$200 million paid-up capital start-up subsidiary, Gulf Re. He also served as Director at Chedid Capital Holding and was most recently CEO of Zurich Insurance Group in the Middle East.

Mourad was born in Byblos, Lebanon, and immigrated to the United States in his mid-teens. *The Insurance Management Playbook* is his first book, based on his extensive work and life experiences. He currently lives in New York City.

Read more at [www.insurancemanagementplaybook.com](http://www.insurancemanagementplaybook.com).

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