

Cigna Appoints Arjan Toor as New Global Individual Private Medical Insurance Managing Director



Cigna (NYSE: CI) has appointed Arjan Toor as the Managing Director of their Global Individual Private Medical Insurance business (Global IPMI). Arjan joins Cigna Global IPMI after a successful 4-year stint as Chief Marketing Officer of Cigna's International Markets based in Hong Kong. He will now be responsible for the continued profitable growth and expansion of Cigna's Global IPMI business, targeting high net-worth globally mobile individuals, through a multi-channel approach, in their goals of improved health, well-being and sense of security.

Arjan said, "Cigna's Global IPMI business has been a tremendous success story so far. The foundations for success have been set, and I'm thrilled to be at the helm as we look to scale new heights and establish our business as the no.1 choice for expatriate health services across the globe."

The new Managing Director's arrival fills the vacancy left by Phil Austin, who held the role since 2011, but was recently appointed as Managing Director of Cigna UK Healthcare Benefits.

"I've worked closely with the IPMI business on a number of projects in the past, and always felt that the team there was well focussed on success," said Arjan.

"Our strategy is clear, and achievable. Ongoing data insight investment will allow us to gain a better understanding of the needs and expectations of our target customer segments, which will drive continued improvements to our service and products."

"For customers and distribution partners, Cigna must be thought of as easy to do business with. We currently deliver a best-in-class customer experience; however, the key for us is to raise the bar, not meeting customers' expectations, but exceeding them! Innovations in this type of service, as well as our products overall will provide customers with peace of mind, and a real sense of security."

"I'm excited by the challenge of taking the business to the next level, and I'm confident of scaling new heights in the global individual market".

Arjan brings over 15 years of experience in retail banking and insurance to his new role, across Asia, Europe and the US. With proven expertise in marketing, strategic planning, digital marketing, and sales, he is well positioned to deliver exciting new developments for Cigna's Global IPMI business, as they continue to make further leaps in the individual private medical insurance industry.

Source and image credit: International Private Medical Insurance Magazine

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