

Speaker Bios

Expert Forum: 28 August 2018

“Exploring funeral insurance uptake among emerging consumers”



Mark Robertson

Strategy Manager, Hollard, South Africa

Mark Robertson is a Strategy Manager at the Hollard Insurance Group, working primarily in the Hollard Life business which focuses on life, investment, and mass market products distributed through affinity partners, brokers and agents, and direct channels. In addition, he is on the Hollard Group’s Financial Inclusion Steering Committee, which defines the strategic direction across the Hollard Group for financial inclusion, and he is a Hollard representative on the South African Insurance Association’s Financial Inclusion Committee. He has been with Hollard since 2015 and prior to that worked primarily in consulting, with a focus on development.



Russell Haresign

Africa Head of Operations, BIMA, Sweden

Russell advises BIMA's operations across Africa on best practices within sales, call centres and claims functions. He was previously the Country Manager for BIMA in Ghana from 2014-2018.

Russell has five years' sales and operational management experience in South Africa with the security company ADT Security. Previously he held a strategy role with Tyco in London and was a Business Analyst at McKinsey & Company. Russell holds an MA in Economics from University of Cambridge.



Erlend Berg

Lecturer – Department of Economics, University of Bristol, United Kingdom

Erlend Berg's main research interests are in social protection, household risk management and policy evaluation in developing countries. Several of his projects involve randomised-controlled trials or field experiments.

After obtaining his PhD from the London School of Economics, he was the Acting Research Network Director of the International Growth Centre and subsequently a British Academy Postdoctoral Fellow at the University of Oxford. He is affiliated with the Centre for Market and Public Organisation and the Centre for the Study of African Economies.

Erlend is the author of the working paper [Funeral Insurance: An Inter-Generational Commitment Device?](#) which was published in the *Journal of African Economies* earlier this year. He currently teaches microeconomics for second-year undergraduates and development economics for master's students.

Moderator



Raimund Snyders

Partner, LeapFrog Investments, South Africa

Raimund is an Executive Management professional with over 25 years of experience in Financial Services. He has been a leader of various insurance operations of the Old Mutual Group, including being CEO of their general insurance business in South Africa and CEO of their life insurance business in Namibia. His experience spans start-ups, turnarounds, growth and restructure strategies. He also has experience in the fields of insurance sales, distribution management, bancassurance, investment and wealth management.

Raimund's work experience spans Retail, Institutional and Enterprise functions within the Old Mutual group, focused in South Africa & Africa. He has a successful track record of creating and implementing strategies for business and mobilising teams to deliver solid results. While his career has been built within one multinational, he has built a network of professional relationships both within his group and in the industry in Africa.

Specialties: Insurance and Savings industry, Distribution leadership; Distribution of Retail Financial Services, including distribution economics; Wealth management; Leading in emerging African market; Sales & Marketing.