



Media Release

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ClearView appoints life strategy and transformation leader

Listed diversified financial services company, ClearView Wealth Limited, has appointed former Head of Mental Health and Wellness at Zurich Financial Services, Maria Falas, to the newly-created position of Head of Life Strategy and Transformation.

In her role, Falas will be integral in the ongoing development and implementation of ClearView's life insurance strategy; facilitate greater collaboration across business functions; and spearhead business improvement initiatives.

Falas, who also previously held senior positions at ANZ / OnePath, will report to Gerard Kerr, ClearView General Manager, Life Insurance.

Mr Kerr said Falas' appointment reflected the need for a dedicated role to lead strategy and change, during a period of significant growth and transformation at ClearView and disruption for the broader life insurance industry.

"The life insurance industry is undergoing enormous structural and regulatory change making it critically important for life insurers to have experienced people with fresh ideas in key roles," he said.

"Maria is a respected professional who has successfully led strategic change across the life insurance value chain and has driven operational innovation. She is a high performer with a proven track record for delivering results and achieving strategic goals."

Falas added: "ClearView is a purpose-led organisation with a clear vision and goals, and it is an exciting time to come onboard to support the ClearView business to capture opportunities to grow, create streamlined processes and enhance the customer experience."

ClearView is currently on a multi-year transformation journey to ensure it has the right strategy, systems and processes to drive efficiencies and scale.

The cornerstone of the transformation program is the delivery of an integrated life insurance policy administration system, underwriting rules engine and adviser portal to coincide with the launch of a new life insurance offer in the second half of the year.

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About ClearView

ClearView is an ASX-listed diversified financial services company which partners with financial advisers to help Australians protect and build their wealth, achieve their goals and secure a comfortable financial future. The Group's three business segments: Life Insurance, Wealth Management and Financial Advice are focused on delivering quality products and services.

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