



## ➤ **Sharron-Moana Botica**

*Chief Customer Officer/COO  
AIA & Sovereign*

As Chief Customer Officer, Sharron leads the end-to-end customer operations and strategies for AIA & Sovereign (NZ). Spanning all parts of the insurance value chain from acquisition (new business/underwriting) to servicing and critically Claims Management. She is also the Digital lead for the organisation and driving digital engagement and use of technologies.

Sharron provides vision and strategic focus to her team, ensuring the customer is at the heart of all operations and actions, ensuring Sovereign delivers on its vision of being the difference in life's moments of truth.

She is responsible for ensuring staff understand and are engaged in the company's vision, purpose and values that form the underlying culture of the organisation.

With more than 20 years of experience in New Zealand's life insurance industry, Sharron has held a number of senior leadership roles across HR, Corporate Responsibility, Operations and Customer Experience functions. Before taking on the role as Chief Customer Officer, Sharron was interim CEO, Chief Officer People & Community at Sovereign, GM Customer Experience; GM HR and Head of Customer Services.

Sharron is a senior associate of the Australia & New Zealand Institute of Insurance and Finance.