



Robert J Burr

CEO
Swiss Re Life Capital Asia Pacific

Mr Burr joined Swiss Re in July 2011 and served eight years as Managing Director, Head of Life & Health, Reinsurance Client Markets Asia. In this role he led the development and growth of the Life & Health reinsurance business into one of the largest business units in Swiss Re today. He was responsible for ensuring that clients' needs were met with new, innovative strategies and products. Mr Burr sat on the High Growth Markets committee committed to expanding Swiss Re's emerging markets around the world, as well as various Swiss Re committees and Boards across the region.

In September of 2019 Mr Burr was appointed CEO Swiss Re Life Capital Asia Pacific. In this newly established division, Mr. Burr is responsible for the development of new and innovative business solutions covering a wide range of smart and digital distribution solutions for Life & Health across Asia Pacific. With a focus on Digital and new distribution partnerships, Life Capital has been established to widen Swiss Re's foot print and improve our ability to close Societies protection gap.

Mr Burr has over 35 years' experience in the insurance sector, starting his career in London as an Aviation broker before moving to the Life & Health industry. He has also held senior roles within global marketing and advertising agencies, specializing in the financial services sector, with clients like American Express and Standard Chartered Bank.

He moved to Asia in 1996 living in Malaysia for four year before moving onto Singapore and, in 2003, to Hong Kong.

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