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**Robert J. Burr**

Chief Executive Officer iptiQ Asia Pacific

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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 of the Life & Health reinsurance business into one of the largest business units in Swiss Re today. He was responsible for building new and innovative client strategies including the formation of the first Swiss Re Solutions Group. 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 became CEO Swiss Re Life Capital Asia Pacific and in January 2021 Mr Burr was appointed CEO APAC of the newly created iptiQ Division. In this role 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 and Property & Casualty across Asia Pacific. With a focus on Digital and new distribution partnerships, iptiQ has been established to widen Swiss Re's footprint and improve our ability to close societies protection gaps.

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 with CIGNA, Sun Life and AIG. 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.

January 2021