



Franz Kunz

5. December 1980, married, dual citizenship (Swiss/ Brazilian)

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Executive Summary

Have 9 years hands-on experience in sales and marketing in the insurance market. Next, worked 7.5 years in corporate insurance business by devising and handling sales and marketing strategies. Have global work experience (Brazil, Switzerland, South Africa and India). Known for delivering excellent and sustainable sales results and establishing long term relationship to the market. Was awarded 2015 Zurich Global Corporate Brazil prize for Cross-sell and came second in 2010 Allianz Suisse life insurance competition. Bring high-level commitment, creativity, flair for innovation, exceptional analytical skills, and solution-oriented attitude to the team and business partners. Has successfully built up and led a senior account executive team of 9 members to attend global and large domestic brokers. Achieved the yearly financial objective of USD 8.215 M annual premium (BRL 29.2 M equivalent) in a highly challenging business/economic environment.

Professional Experience

Swiss Life Network, Zürich, Switzerland: (Start July 2017)
Senior Relationship Manager, Market Unit International

Zurich Insurance, São Paulo, Brazil: January 2016–March 2017
Head of Distribution, Corporate Life & Pensions São Paulo and Global Broker Brazil

- Responsible for top line objective for Corporate Life line of business, concerning USD 8.215 million annual premium new business (BRL 29 million APE)
- Responsible for setting up and developing an all-new senior sales team for global and large domestic brokers, totaling 9 employees
- In charge of all strategic agreements with Aon, MMB, WTW, and JLT as well of some large domestic commercial agreements. Involved in execution and negotiation at the local level
- Relationship development and maintenance with top management of business partners, brokers and customers
- Provide executive support to branches to leverage new business
- Responsible for Cross-sell between Global Corporate (Risk) and Corporate Life and Pension (H&B), Brazil. Entrusted with identifying opportunities and keeping in touch with all parties concerned to provoke new business
- Responsible for Pooling Solution, Brazil. Coordination with LatAm office and directly with other countries

Zurich Insurance, São Paulo, Brazil April 2013–December 2015
Senior Commercial Manager, Corporate Life and Pensions

- Responsible for International Solution: Group Protection (Pooling) and International Pension

- Plan, including coordination with LatAm office and other countries
- Responsible for AON GRIP strategic agreement rollout and development, whole country
- Responsible for the planning, execution and coordination of cross-selling activities as well as pitches and catches between Risk and H&B
- Maintenance of RCT (Sales and CRM Tool), including sales analytics and pipeline tracking
- Management of sales incentive programs to branch directors and commercial managers, thereby supporting them to achieve their sales objectives
- Overall responsibility for Zurich's global key customers based in Brazil
- Steering proposals and presentations, developing and cultivating relationship directly with key customers (both locally and globally). Specifically appointed to identify, analyze, and secure opportunities for new business development

Allianz Suisse , Zurich, Switzerland April 2009–September 2012

Sales Manager

- Responsible for distribution of all business lines (life and non-life) in Zurich area
- Entrusted with direct product presentation to customers, including SME
- Portfolio management of USD 2 million premium
- Development and implementation of marketing strategy to leverage new business
- Research, analysis, and financial planning
- Employee training and workshop to stimulate cross-selling

Unia (Union Labour), Bern, Switzerland April 2007–April 2009

Trade Union Secretary

- Responsible for legal advice on Social Insurance and labour law
- Responsible for new member acquisition
- Project management to develop political regional strategy
- Three weeks' stay in Cape Town - South Africa to report Project 'FIFA Fair Play'

Languages

German/ Swiss German - mother tongue

Portuguese - mother tongue

English - fluent (C1)

Spanish - intermediate (B1)

French – lower intermediate (A2)

Italian – lower intermediate (A2)

Education

University Metodista, College of Technology - Insurance Industry

Specialization Sales and Distribution, São Paulo - Brazil, 2014 - 2016

CVG - Technical Certification, Actuarial Mathematics and Pricing of Group Risk

Advanced (CNSP 115/04 and CNSP 149/06), São Paulo - Brazil, 2015

VBV (Berufsbildungsverband der Versicherungswirtschaft), Swiss Fed. Dipl. Insurance Agent

Registered in accordance with the European Financial Certification Organisation (Eficert)

Bern - Switzerland, 2010 - 2012

Reference

- **Michele Häusler** , Head of Distribution LatAm at Zurich Insurance CLP
+52 1 55 4354 3823, michele.haeusler@mx.zurich.com
- **Mauricio Amaral** , Country Manager Brazil at Mercer
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- **Carlos Gadia** , Former Vice President at Zurich Corporate Life and Pensions LatAm and Brazil
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