

## Future Generali India Life Insurance appoints Rakesh Wadhwa as CMO

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Future Generali India Life Insurance has appointed Rakesh Wadhwa as its Chief Marketing Officer.



Wadhwa, Executive Vice President - Strategy & Special Projects, will take on the additional charge with immediate effect. As the CMO, he will focus on steering Future Generali's brand penetration in India, drive improvements in Net Promoter Score (NPS), build strong cross-sell platforms and improve the throughput of the digital business through analytics driven marketing strategies.

With over 16 years of experience in the life insurance industry, Wadhwa has led sales and distribution functions and managed multi-disciplinary programmes in highly challenging environments.

Prior to Future Generali, Wadhwa was the Head of Channel Management (Retail) for the Asia markets with Aviva's Regional Office at Singapore. He has previously worked in the

Indian internet and hospitality industries.

Announcing Wadhwa's appointment, Munish Sharda, Managing Director & CEO, Future Generali India Life Insurance said, "Rakesh has contributed in shaping Future Generali's business transformation in India by bringing significant improvements in the company's growth strategy and developing Direct to Customer and Digital Sales platforms. With this additional responsibility, he will unify the company's growth vision with aggressive consumer outreach program."

To this, Wadhwa added, "India continues to demonstrate immense growth potential and I feel fortunate to be given the opportunity to lead Future Generali's brand transformation. I am committed to innovate and deliver maximum value to our customers and build long-lasting relationships."