



Rakesh Wadhwa set to take charge as CMO of Future Generali India Life Insurance

By afaqs! news bureau , afaqs!, New Delhi | In Marketing | May 22, 2017

He will continue to serve as executive vice-president, strategy and special project.

Future Generali India Life Insurance, has appointed Rakesh Wadhwa as its chief marketing officer (CMO). Wadhwa, executive vice-president, strategy and special projects, will take on the additional charge with immediate effect. He will be based in Mumbai.



Rakesh Wadhwa

Speaking about his new role, Wadhwa says in a press note, "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."

With over 16 years of experience in the Life insurance industry, Wadhwa has led sales and distribution functions and managed multi-disciplinary programs.

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.

Wadhwa will be reporting to Munish Sharda, managing director and chief executive officer, Future Generali India Life Insurance. Commenting on the appointment, Sharda says, "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."

According to the press note shared with us, as the CMO, Wadhwa 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.

Future Generali India Life Insurance Company is a joint venture between Future Group, Assicurazioni Generali and IITL.