


The Insurance Management Playbook: A Leader's Guide


By Maroun Mourad



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Whether you're an insurance management veteran looking for a fresh perspective or gearing up to become the next great executive, this book's for you! The best advice you can get is from someone who has been through the industry in different product lines, numerous countries, and multi-national as well as start-up company environments. Enter The Insurance Management Playbook, filled with common sense wisdom and advice, learned through more than fifteen years of international experience. This helpful handbook covers it all from superior customer and claims service to situational leadership, finance, investing, and budgeting, to the tough world of start-ups and M&A. Through personal anecdotes and a distinctive sense of humor, the Playbook explores the good, bad, and ugly aspects of the insurance industry, encouraging a better and more efficient and profitable future to come.

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Editorial Review

About the Author

Maroun Mourad is a well-known insurance executive whose immense passion for the industry has fueled a rapid rise through the ranks of senior management roles from the United States to Continental Europe, the United Kingdom, and the Middle East. He began his insurance career in 1998 as an underwriter for Gen Re in San Francisco before transferring to Paris and later receiving a promotion to the London office. Mourad was then recruited by AIG Europe to serve as Vice President, Profit Center Manager Corporate, and COO for its Financial Lines business. In 2008, Arch Re lured Mourad to Dubai as COO of its \$200 million paid-up capital start-up subsidiary, Gulf Re. He also served as Director at Chedid Capital Holding and was most recently CEO of Zurich Insurance Group in the Middle East, integrating an acquisition and growing its Corporate book. Mourad was born in Byblos, Lebanon, and immigrated to the United States in his mid-teens. He is tri-lingual and holds Bachelor of Arts (political science) and Juris Doctor (law) degrees from the University of California, Berkeley. The Insurance Management Playbook is his first book, based on his extensive work and life experiences. He currently lives in New York City.

Users Review

From reader reviews:

Anthony Pisano:

Spent a free the perfect time to be fun activity to do! A lot of people spent their down time with their family, or their particular friends. Usually they accomplishing activity like watching television, going to beach, or picnic in the park. They actually doing same task every week. Do you feel it? Would you like to something different to fill your own personal free time/ holiday? Could be reading a book may be option to fill your cost-free time/ holiday. The first thing you ask may be what kinds of book that you should read. If you want to try out look for book, may be the book untitled The Insurance Management Playbook: A Leader's Guide can be great book to read. May be it can be best activity to you.

Michael Albin:

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Christine Hook:

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