



Alison Martin

CEO Life, Health and Bank Distribution

Nationality: British

Born: 1974

Skills and experience

Alison Martin has extensive management, financial and commercial experience within the insurance sector. In January 2026, she was named CEO Life, Health and Bank Distribution. Prior to that, from July 2019 to December 2025, she was CEO Europe, Middle East & Africa (EMEA) and Bank Distribution. She served as Group CRO from January 2018 to September 2019. A qualified accountant, Ms. Martin began her career at PwC, where from 1995 to 2003 she worked with insurance clients in audit and advisory roles. She then served in leading executive positions at Swiss Re, starting in 2003 as finance director, Life & Health. Starting in January 2011, she served as group managing director of Swiss Re's Life & Health Products Division. She was appointed Swiss Re's head of Life & Health Business Management in 2013, a position she held until joining Zurich as Group CRO-designate and a member of the Executive Committee in October 2017.

External appointments

Ms. Martin is a councillor of the British-Swiss Chamber of Commerce.

Educational background

Ms. Martin earned a bachelor's degree in law, with honors, from the University of Birmingham in 1995. In 1998, she qualified with the Institute of Chartered Accountants in England and Wales as an associate member, and in 2010 she completed the Chartered Financial Analyst investment management certificate.

