

Outstanding CEO



Cindy expressed that she accepts this award with pride, and more importantly with purpose, mission and commitment. Special appreciation goes to Allianz Asia Pacific Region and Allianz Group for their guidance and support. She continues, “to my wonderful colleagues in AZCL, trusted partners, and valued customers—this award is a shared triumph. Together, we are shaping a more resilient, inclusive, and future-ready life insurance industry in China.”



Cui Cui (Cindy)
Chief Executive Officer, Allianz China Life (AZCL)

We are delighted to announce that Cui Cui (Cindy), Executive Director and CEO of Allianz China Life (AZCL)*, has been awarded Outstanding CEO by Insurance Asia News (Country Awards for Excellence 2025). This honor recognizes her visionary leadership, unprecedented transformation, and exceptional execution that have brought Allianz China Life to its next height as a leading foreign life insurer in highly competitive Chinese market.

Appointed as CEO in 2023, especially coming through challenging post-COVID period, Cindy has been leading and steering the company on an exciting journey toward High-quality development. She firmly and timely launched a Renewed Strategy with a clear purpose centered around Smart Growth, Resilience, and Productivity, enabling the company to achieve a fundamental turnaround: from significant challenges to delivering strong and sustained growth, outperforming most foreign peers in the market.

Key achievements under Cindy's leadership include significantly expansion of the new agent force, exponential growth in annualized new premiums of strategic partnerships compared to two years ago, and maintaining consistently high rankings for Solvency and RoE among non-listed insurers in China. In addition, AZCL successfully established a premium service ecosystem offering a wide range of tailored services to target customers. Moreover, the employee engagement level of the organization is at an all-time high.

To propel business growth, Cindy introduced six holistic transformation initiatives—Allianz TRANSFORM, Allianz SECURE, Allianz VISTA, Allianz INNOFUSION, Allianz Elevate, and Allianz ACHIEVE—from distribution transformation to talent development and brand building, securing Chinese customers present and future needs, protecting them through each life circle.

Cindy's leadership has been acknowledged also by China's financial industry. Given by her executive contributions, she was honored with the Insurance Industry Pioneer Award presented by XinMin Morning News, one of the leading Nationwide news media in China. Cindy has been committed to fostering a trust-worthy and inclusive workplace culture. In 2024, Allianz China Life earned Great Place to Work® certification for the first time, and gain in 2025 and was named a Best Workplace for Women in Greater China in 2025.

*Ms Cui also serves as the Deputy General Manager of Allianz China Holding (AZCH).