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**Fabrice Benard, Chief Executive Officer,
Generali Insurance Malaysia Berhad and
Country Head of Generali Entities in Malaysia**

Fabrice Benard won the CEO of the Year Award for transforming Generali Insurance Malaysia Berhad into a purpose-driven, customer-centric and innovative insurer. As the insurance giant's chief executive officer and country head of Generali Entities in Malaysia, he successfully led a seamless integration, positioned sustainability as the foundation of the company's strategy, and spearheaded customer centric initiatives such as Cloopers Programme and the Insurtech Incubator Programme. Additionally, Benard's commitment to community upliftment is evident through initiatives like The Human Safety Net and efforts to strengthen small and medium enterprise (SME) resilience – supported by the company's partnership with the United Nations Development Programme (UNDP). These accomplishments are a testament to his strategic foresight and deep commitment to people. Benard's ability to drive operational excellence while fostering social impact makes him a truly outstanding leader.

Seamless integration and strategic relocation. In 2023, Benard deftly led the successful integration of Generali Insurance Malaysia Berhad, consolidating its position in the insurance sector. In 2024, he oversaw the strategic relocation to Menara Generali, uniting over 1,000 employees from four locations into a single, purpose-built headquarters. His hands-on involvement ensured the new space reflected strategic priorities, enhanced operational efficiency, and fostered cultural cohesion.

The aim was to bring the company's talent under one roof, enabling collaboration and productivity toward shared outcomes.

Innovation Through Cloopers and Insurtech Incubator. As CEO of Generali Insurance Malaysia Berhad, Benard championed the Cloopers Programme – a customer listening programme that engaged over 5,000 customers in one year. He also launched the Insurtech Incubator Programme, which supports start-up firms with funding, mentorship and other collaborative assistance. These initiatives underscore Benard's commitment to customer-centric innovation and his role in nurturing Malaysia's evolving digital insurance ecosystem.

Social Impact and SME Empowerment. Beyond business, Benard also spearheaded The Human Safety Net initiatives – benefiting underserved children with access to early childhood education.

In a post on his LinkedIn page, he shared: "I am incredibly proud and would like to extend a heartfelt thank you to our amazing employees, agents, partners, and customers who helped us break our fundraising record by raising MYR580,411 (US\$141,987) in The Human Safety Net Global Challenge. Together, your contributions made us the highest contributing entity in the challenge, a remarkable milestone powered by shared purpose."

Additionally, Benard also led the launch of the SME Loss Prevention Framework in partnership with UNDP, helping businesses assess and mitigate flood and fire risks. Benard has positioned Generali Malaysia as a purpose-driven insurer, one that combines innovation, empathy, and strategic foresight to deliver meaningful impact to both customers and communities.