

Press Release  
January 5, 2015

## **UnderwriteMe appoints Phil Jeynes**

UnderwriteMe is delighted to announce the appointment of Phil Jeynes as Head of Sales and Marketing.

Previously, as Head of Account Development & Public Relations at VitalityLife (formerly PruProtect), Phil was part of the team which drove the insurer to its current position as third largest in the intermediary sector and he is one of the Protection market's most well-known personalities. Phil joined in January to lead the launch of UnderwriteMe's comparison service, heading up all aspects of new business, marketing and public relations, and reporting directly to CEO Martin Werth.

Commenting on the move, Phil Jeynes said: "What UnderwriteMe has built is nothing short of ground breaking and will transform the customer and adviser experience, giving a genuine boost to the Protection market. The opportunity to join them to spearhead the launch and evolve the proposition is very exciting."

Martin Werth, CEO of UnderwriteMe, said: "We have ambitious plans for 2015 and beyond and needed someone with unrivalled industry knowledge, enthusiasm and drive to complement our team. Phil fits the bill perfectly."

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### **Notes to Editors**

#### **Media enquiries**

Martin Werth, CEO UnderwriteMe Ltd	07914 590365	<a href="mailto:martin.werth@underwrite.me">martin.werth@underwrite.me</a>
Kevin Carr, Carr Consulting & Communications,	07887 838811	<a href="mailto:kevin@carrcandc.co.uk">kevin@carrcandc.co.uk</a>
Matt Morris, Carr Consulting & Communications	07717 420693	<a href="mailto:matthew@carrcandc.co.uk">matthew@carrcandc.co.uk</a>

**About UnderwriteMe**

UnderwriteMe is a Protection technology business with a vision to make buying and selling Protection easy, fast, fair and more rewarding. UnderwriteMe has developed genuinely market-changing underwriting technology to deliver a leading online experience consistent with the behaviours and experiences users expect in other markets. For the first time advisers and customers will be able to compare underwritten prices and available benefits from insurers using a single application process and buy immediately. Insurers retain their own underwriting capability, while advisers and customers gain a simple way to buy Protection.

The end result is an enhanced user journey which maximises conversion by offering the end customers a truly transparent experience, gives advisers a dashboard of relevant information to make a recommendation and evidences that advisers are meeting their regulatory expectations.