

## **CRISTINA NESTARES**

[cnestares@amp196.hbs.edu](mailto:cnestares@amp196.hbs.edu)

+44 7585 139 000

### **CAREER PROFILE**

A CEO with an MBA and over 20 years' international experience predominantly gained within the financial service sector, with other areas including consulting and non-profit organisations. A strong track record of operating at the highest level of an organisation, is underpinned by 10 years' main Board exposure for a FTSE 100 company with a £3.5Bn T/O. Possesses excellent leadership, analytical, strategic and communication skills, including fluency in three languages. Strong focus on data, digital and culture. Adept at building successful teams and launching new brands and product offerings. Looking to bring this wealth of experience to a non-executive position within the international arena.

### **BOARD EXPERIENCE**

#### **ADMIRAL BOARD POSITIONS**

Admiral Group, Standing attendee, UK	2011 - present
Group Risk Committee, Member, UK	2020 - present
EUIL, Executive Director, UK	2016 - present
AIGL, Executive Director, Gibraltar	2007 - 2015

#### **EXTERNAL BOARD POSITIONS**

City of London Socio-economic diversity, UK	2021 - present
Association of British Insurers (ABI), UK	2019 - present
The Wallich, Trustee, Wales (£15m budget)	2019 - present

### **EXECUTIVE EXPERIENCE**

<b>ADMIRAL GROUP PLC, Cardiff, UK</b>	<b>2005 – present</b>
<b>CEO UK Insurance</b>	<b>2016 – present</b>

Reporting to the Group CEO, with full P&L responsibility for a business with a £3Bn T/O, £700M in profits, with 6M customers and 8K employees

- Member of the executive team, participating in the formulation of the Group Strategy
- Increased UK insurance customers by 50% in 4 years and profits by 35%. Launched a range of new products including van, travel, landlord and short-term motor insurance
- Restructured the senior management team to create a more strategically focussed group
- Invested in new technology to enhance the analytical capabilities to produce advanced models to allow better decisions in pricing, fraud, and all areas of the company. Moved all data to the cloud using Google Cloud Platform
- Enhanced the digital offering from sale to self-servicing and managing claims online. Improved digital marketing from acquisition to web sites. Launched online quotation process with just 3 questions (from more than 50) maximising the use of external and internal data
- Awarded 1<sup>st</sup> place for large companies in the 'Best Places to Work' list and 3<sup>rd</sup> "Best Place to work for women". Group leader for Diversity & Inclusion
- Embedded the risk enterprise framework. Redesigned the customer outcomes strategy
- Built strong relationships with the UK Financial Services Regulators. Senior manager under the SM&CR regime, SMF1 and SMF7

**Head of Europe, France, Italy, and Spain** **2011 – 2015**

Reporting to the Group CEO, managed the Price Comparison Website businesses and direct insurance operations in Europe

- Worked with the country CEOs through performance management and coaching
- Optimised the capabilities of the businesses by exploiting synergies and sharing best practices
- Led the process to sell the Italian price comparison business

**Head of Spain, Spain** **2005 – 2011**

- Launched the first international insurance business for Admiral (Qualitas Auto) and the leading comparison website in Spain (Rastreator.com)
- Recruited all the management team. Handled all legal and regulatory issues
- Selected the IT system and designed all the processes and specifications
- Designed insurance products and determined the pricing structure. Launched 2 new brands and managed all the marketing activities resulting in a 60% awareness within the first year

**MONITOR CONSULTING GROUP, Spain** **2000 – 2004**

Leading strategic consulting firm

- Analysed commercial opportunities for leading companies in the Spanish beverage industry
- Developed a marketing strategy for a major Pharmaceutical company

**WORLD INVESTMENT NEWS, Rwanda, Libya, Ecuador** **2002 – 2003**

The company publishes promotional economic reports on emerging markets for Forbes & IHT

**OXFAM-INTERMON, Spain** **1999 - 2000**

Assistant to External Affairs Manager

## **EDUCATION**

**HARVARD BUSINESS SCHOOL, USA** **2019**

Advanced Management Programme

**INSEAD BUSINESS SCHOOL, France, Singapore** **2004 – 2005**

MBA Awarded full Scholarship

**UNIVERSIDAD PONTIFICIA COMILLAS – ICADE E-3, Spain** **1994 – 2000**

Double major: Business Administration & Law

## **ADDITIONAL INFORMATION**

United Nations World Food Programme, Italy	2005
Missionaries of Charity, India	1999
Criminal Court of Stuttgart, Germany	1998
Citibank Private Bank, Germany & Switzerland	1996 & 1997

LANGUAGES: Spanish (native); English (fluent); German (fluent)

INTERESTS: Triathlons; Travel; Volunteering; Being a good mother for my 4 children