



FOR IMMEDIATE RELEASE

Canadian Association of Financial Institutions in Insurance (CAFII) Appoints Keith Martin as Executive Director

[Toronto, Ontario, DATE, 2024] – The Canadian Association of Financial Institutions in Insurance (CAFII) is pleased to announce the appointment of Keith Martin as the new Executive Director. Keith Martin, with 7 years of dedicated service as Co-Executive Director, brings his extensive background in banking and insurance to lead the association forward. His mission remains steadfast: championing a balanced regulatory environment, the fair treatment of customers, and fostering competition and industry innovation.

Keith Martin's tenure as Co-Executive Director has been marked by strategic leadership and effective implementation. He has focused on collaborative research efforts with CAFII's members to develop insightful findings that shed light on the industry and consumer attitudes towards credit protection insurance. Additionally, he has invested in enhancing consumer financial literacy, and maintaining an open dialogue with regulators and policy-makers. In 2023, CAFII and its members visited regulators and policy-makers in every Canadian province, and Keith Martin is committed to continuing this dialogue in his new role as Executive Director.

In his new role as the sole Executive Director of CAFII, Keith Martin will continue to lead the association's mission to support consumers and promote fairness in insurance offered by financial institutions. He will work closely with members, including major Canadian banks, credit unions, and insurers.

CAFII Board Chair and National Bank Insurance CEO Peter D. Thompson expressed full confidence in Keith Martin's leadership, stating, "I have complete trust in Keith as the new sole management leader at CAFII. I am certain he will further strengthen the Association's role as a robust advocate for Credit Protection Insurance and Travel Insurance. I look forward to our continued collaboration to further our mission."

CAFII Vice Chair and Assurant Canada President and CEO Paul Cosgrove, added, "Keith has made vitally important strategic contributions to CAFII over the past 7 years, and I am excited about the Association's future under his leadership."

"I am honoured to lead CAFII in its mission to ensure Canadians have access to simple, accessible, and affordable insurance," said Keith Martin, CAFII Executive Director. "I'll continue to focus on building strong relationships with regulators and policy-makers to promote a balanced and fair regulatory environment."

Established in 1997, CAFII brings together financial institutions involved in selling insurance across various channels including client contact centres, agents, brokers, travel agents, direct mail, branches of financial institutions, and online platforms. CAFII's membership comprises the insurance arms of Canada's leading banks and credit unions, along with their life insurance company underwriter partners, collectively dedicated to promoting transparency, consumer-focused practices, and excellence in the insurance industry.

The association collaborates with government regulators at federal and provincial levels, to establish a legislative and regulatory framework for the insurance sector, ensuring that Canadian consumers have access to insurance products that suit their needs. CAFII is committed to ensuring appropriate standards are in place for the distribution and marketing of all insurance products and services.

For more information about Keith Martin and CAFII, please visit [\[https://www.linkedin.com/in/keithmartin/?originalSubdomain=ca\]](https://www.linkedin.com/in/keithmartin/?originalSubdomain=ca) and [\[https://www.cafii.com/\]](https://www.cafii.com/).

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About CAFII: The [Canadian Association of Financial Institutions in Insurance](#) is a not-for-profit industry association dedicated to the development of an open and flexible insurance marketplace. CAFII believes that consumers are best served when they have meaningful choice in the purchase of insurance products and services. CAFII's 14 members include the insurance arms of Canada's major financial institutions--BMO Insurance, CIBC Insurance, Desjardins Insurance, National Bank Insurance, RBC Insurance, Scotia Insurance, and TD Insurance, along with major industry players Assurant Canada, The Canada Life Assurance Company, Canadian Tire Bank, Chubb Life Insurance Company of Canada, CUMIS Services Incorporated, Manulife (The Manufacturers Life Insurance Company), and Securian Canada.

For further information and media requests:

Contact: Wendy Bairos, Media Consultant

Email: wendy.bairos@cafii.com

Phone: 416-831-9820