

Wendy Liu is appointed CEO Global Benefits and Partnerships at Generali CARE

Paris - Generali CARE announces the appointment of Wendy Liu as CEO Global Benefits and Partnerships, where she will lead the Employee Benefits and B2B2C businesses. With over 20 years of international experience in insurance, Wendy Liu brings a wealth of expertise and leadership to strengthen and expand the Group's benefits and insurance partnership activities.

Wendy Liu, CEO Global Benefits and Partnerships



Throughout her career, Wendy Liu has held senior leadership roles spanning business management, proposition development, distribution, and board oversight of regulated insurance balance sheets and service entities.

Wendy Liu notably spent nearly ten years at Willis Towers Watson, specialising in insurance and benefits consulting from 2002 to 2011.

Most recently, she served as CEO of Zurich Integrated Benefits and International Life at Zurich Insurance Group, where she led global employee benefits and international life businesses across corporate and retail segments, delivering sustained growth and transformation (2011-2026).

In her new role, Wendy will bring her deep expertise and strong leadership experience to lead the Employee Benefits and B2B2C businesses. In this capacity, she will oversee the Employee Benefits business, led by Ludovic Bayard, and the Insurance and Distribution Partnerships entity led by David Cadoux, ensuring strong alignment and accelerated execution across both areas. In these functions, she will report directly to Antoine Parisi, CEO of Generali CARE.

Wendy holds an MBA from Columbia University and London Business School, and a bachelor's degree from the University of California, Los Angeles. She is a Fellow of the Society of Actuaries.

« I am very excited to join Generali CARE at such an important moment for the Group. The combination of Generali Employee Benefits and Swiss Life Network creates a unique opportunity to build the world's leading employee benefits network. Along with the great momentum in our B2B2C partnership business, I look forward to leveraging



the strong foundation with companies and our partners, to build meaningful connections with our customers and make a real difference in people's lives" said Wendy Liu, CEO Global Benefits and Partnerships at Generali CARE.

« I am confident that Wendy's strategic vision and operational expertise will be major assets for Generali CARE. She brings a strong international experience and a deep understanding of the business. Building on the strong foundations of our benefits and partnerships business, Wendy will help us strengthen our connections with our clients and partners and continue developing solutions that truly protect and care for people in their everyday lives » concludes Antoine Parisi, CEO of Generali CARE.

About Generali Care

Generali Care is the global B2B2C/E partnerships Hub of the Generali Group, with € 5.3 billion turnover in 2024, regrouping Europ Assistance, a leader in assistance and travel insurance, Generali Employee Benefits (GEB), Insurance Distribution Partnerships (the Insurance B2B2C unit) as well as the Health Services unit. Within Generali Care, the employee benefits business line helps Multinational Corporates succeed by protecting and enhancing the physical, emotional & financial wellbeing of their human capital. GEB is a leader in global employee benefits solutions, designed for local and expat employees, consisting of physical protection (health, accident and disability), emotional support (e.g. prevention of mental health issues), and financial protection (life and retirement).

Driven by customer service, innovation, and operational excellence, GEB is built on an ecosystem of partnerships to support clients on their Environmental, Social & Governance journey. Its presence is truly global (127 countries) and reliable thanks to 136 trusted local Network Partners, with a premium volume of €1.643 billion (YE 2024 figures).