

News Release

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Canadian Broker Network appoints Lorie Phair as Managing Director



Lorie Phair, Managing Director, CBN

Toronto – September 13, 2016 – Canadian Broker Network (“CBN”), the leading independent commercial insurance broker network in Canada is pleased to announce the appointment of Lorie Phair as its first Managing Director.

“Lorie comes to us highly recommended,” says Tim Miller, CBN Chair. “She is an experienced insurance executive and a proven leader with a track record of thinking and acting strategically. We’re looking forward to having Lorie at the helm, helping to refine our strategy and accelerating our ability to act, while leveraging our network’s diversity.”

Phair most recently served as CEO of ingenie Canada, launching the telematics based insurance provider into the Canadian marketplace. Prior to ingenie, Phair held leadership and board positions both in the insurance industry and in the not-for-profit sector. She currently holds advisory council positions with Insurance-Canada.ca and Magnet, a not-for-profit social initiative co-founded by Ryerson University and the Ontario Chamber of Commerce.

“This is an exciting time in the insurance industry,” says Phair. “I’m thrilled to join this dynamic group as we position CBN for the future and the tremendous opportunities that lay ahead.”

About the Canadian Broker Network

The Canadian Broker Network (www.canadianbrokernetwork.com) is Capri Insurance Services, CMW Insurance Services, Dan Lawrie Insurance Brokers, Moore-McLean Insurance Group, PBL Insurance, Rogers Insurance, and Smith, Petrie, Carr & Scott Insurance Brokers. Together, the network has outperformed the market on organic growth, writing almost C\$1 billion in property and casualty premiums annually.

With an eye towards the future, CBN is investing in the digital marketplace place through the creation of Bullfrog Insurance. The ITCA-award winning firm is the industry’s first digital commercial broker.

Maturing out of a forum designed to exchange best practices on delivering the best possible value proposition to its clients, CBN continues to provide a unique alternative for like minded brokers seeking to perpetuate and grow their business while maintaining their independence.

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