



## **ROSS A. MORTON**

### **Reassurer, Advisor, Mentor, Consultant, Expert**

Ross started his career in the property and casualty business, but decided to opt for the world of life and health reinsurance. His employment history is comprised of large international companies.

Over the many years, he has given advice or informative speeches and lectures in 45 countries to a diverse audience whose composition has been from producers to reinsurers, presidents to junior staff. Ross has served as Chairman or President of the Canadian Underwriting Committee, the Life Insurance Institute of Canada, Canadian Reinsurance Conference, and has been on the boards of insurers, CLHIA and LOMA Institute Council.

With 48 years of insurance industry experience, Ross has evolved into a recognized mentor, advisor and reassurer. Ross has provided advice or opinions to the Government of Canada regarding acquisitions, European, Canadian and Asia Pacific-based executives on insurance operations, risk management reviews, and numerous expert opinions on claims and reinsurance matters to companies and lawyers.

In 2007, Ross joined three other senior insurance experts and formed LOGiQ3 Underwriting Solutions Inc. to provide the industry with much needed assistance in the areas of administration, risk management, underwriting and advisor training and other ancillary underwriting outsourcing solutions and direction.

Ross has been awarded the prestigious LOMA Education Award for his decades of contributions to insurance education around the globe. He has also written a book; entitled “Again, Does It Make Sense?” a reflection on why your insurance company will not issue all the insurance you may want to buy. His second book “It Never Made Sense!” is due out late 2017.

Ross has had major consulting roles with: one of the largest US companies for best practices; a major Australian company; a fast growing and leading Hong Kong company; North American Life’s retrocession strategy in the world; Canada's largest managing

general agency; the RGA/IBM venture into technology (TAIMS); and with Sun Life's initial office in China.

Ross Morton's consulting service specializes in reinsurance and advice on industry issues, be they claims, underwriting, management, marketing or reinsurance. Ross also acts as an arbitrator, expert or mediator for both insurers and reinsurers, and serves as a mentor to senior executives in today's marketplace.