



Claims relationship team - March 2020



Elaine Whittaker
Head of CRM Team
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Worked for AXA for the last 19 years in variety of roles, predominantly operational and people management, within Liability and Travel/Lifestyle claims. Prior to joining AXA, I worked for Construction and civil engineering companies, managing insurance programmes and claims, linking in with various entities – Councils, Engineers, Utility companies and directly with the public.

Current role managing the Claims Relationship team requires close working with the business, Claims management, Branch management, Brokers and policyholders, in addition to leading and supporting the team towards our goal of showing how our claims service is “second to none” across the market.



Amy Cannings
South Regional CRM
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I have worked in the Insurance industry for now 22 years. 19 of these spent at another major insurer and then moving to AXA in 2017. My background includes being a personal lines Underwriter, managing the software house support team for Brokers, project manager and then spending the last 12 years as a broker claims relationship manager. I have worked closely with Branches to retain and win profitable business for AXA and closely with a panel of brokers and clients. As a CRM a key focus is selling the AXA claims proposition for our products and educating this internally and externally. As a team our insight ensures AXA’s proposition is hitting the mark on our service and being number 1 for Brokers. In December 2019 I was promoted to be the South Regional CRM to lead a new team and structure into 2020 which is an exciting and new opportunity.



Michelle Sloan
North Regional CRM
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I have worked within the Insurance Sector for almost 17 years, solely with another major insurance company across a variety of areas until joining Axa in July 2017. My main background is in commercial claims which included technical handling in Liability Claims, people management and development and broker facing roles. My role within AXA is to work across a variety of stakeholders incorporating Claims, Sales Branches & Underwriting and our commercial brokers to be the face of Axa claims within the external market. In December 2019 I was promoted to be the North Regional CRM to lead a new team and structure into 2020.



Felix Jenkins
CRM – London Comm & London RE
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Worked for AXA for almost two years on a rotational graduate scheme experiencing Travel insurance as a Process Performance Analyst within Personal Intermediary & Corporate Partners, Direct motor insurance as a Team Leader within Claims and Commercial insurance as a Broker Development Consultant within marketing. Previously to insurance my background was in Mechanical Engineering. I joined the CRM team in July 2018 to sell our claims proposition, support the branches and connect with our brokers and clients ensuring that they received the best service possible.



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Katie Walsh
CRM – Leeds, Newcastle & North Schemes
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With 13 years service in commercial claims, I have done various roles, handling property and liability claims to managing a team, working in broker environment and then to my current role of Claims Relationship Manager. My role is to support our branches, claims teams and broker partners with claims issues and to sell our claims proposition in order to support and secure retention and new business.



Ashleigh Gray
CRM – Ipswich, Maidstone & South Schemes
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I have worked in insurance for eight years now. I started at AXA as a Travel representative in Corporate Partners, then soon after joined the Regional Broker Development team in Retail. My main career focus has always been to support stakeholders and build strong lasting relations. I hope I can continue to support AXA and its people as a CRM, to help achieve our goals to grow profitably and supporting all areas of our claims functions.



Catherine Ellis
CRM – Birmingham, Bolton South & Retail Motor
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Having worked in the Insurance industry for a total of seven years as broker/claims handler with Jelf in Worcester and as a loss adjuster with Vericclaim (now Sedgwick) in Birmingham, I was keen to join AXA in the CRM role.

I had a short break from the industry in 2015/2016 to train as a teacher – which I quickly discovered (after getting my PGCE) was not the career for me!



Ross Rourke
CRM – Scotland inc ePartners
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I have been working for AXA now for 10 years all within Commercial insurance. With eight of them as a Commercial Underwriter. I started in AXA working at AXA Commercial Direct before I moved to the Scotland Branch as a New Business underwriter. Writing all the new business Motor Trade for the Scotland Branch, as well as writing Property & Casualty.



Ashley Dwyer
CRM – Bristol & Reading
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My professional background is in Broking. I have worked within the industry for 12 years. Having worked for an Independent Broker for many years I had the opportunity to experience a variety of roles. In later years I have focused my career on Claims, running a Commercial Claims team in a broking environment. My passion is claims and I very much look forward to supporting and representing our business.

I joined the CRM team end of Jan 2020.



Imran Khan
CRM – Manchester, Bolton North & Retail Home
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I have been in AXA for 13 years working as an Account Exec for the Bolton and Leeds Branch. I wanted to broaden my experience in the business and joined the CRM team on a secondment from March 2020. I already have a solid experience in Sales and Underwriting, so want to now expand my knowledge in Claims.