



The Business Elevation Show with Chris Cooper - Be More. Achieve More

Friday at 8 AM Pacific

May 10th 2013: Transforming Your Business - with Jonathan Davey and Derek Findlayson

Markets are changing. It's not just about price we have online sales, social media for attracting new customers, the challenge of finding innovative ways to build relationships and keep customers and prospects informed, not to mention the demands of complying with legislation, staff training or any of the other things you need to keep on top of in your business. No wonder growing your business can seem like an uphill struggle. According to my guests this is the reality for businesses in the insurance sector. Not much different to all businesses then? I am delighted to welcome Jonathan Davey (M

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Friday at 8 AM Pacific Time on VoiceAmerica Business Channel



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Featured Guests



Jonathan Davey

Born in the UK Jonathan was educated in Lincolnshire, Hong Kong and Wales and had an early career as an Inspector in the police in Hong Kong. Returning to the UK in 1987 he began a management career spanning retail, marketing, IT and financial services before joining IT Company 'Policy Master' in 1994. He also launched MediQuote and helped develop and launch Eurosure another insurance schemes marketing business. In 2001 he founded Primary Broker Services (latterly Primary General) growing it from zero to 225 staff with a premium income of nearly £100 million. He left as CEO in 2008 to form, Keychoice Underwriting to support c800 Keychoice member companies with a compelling, service led under

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Derek Findlayson

Derek is a highly experienced business leader with over 25 years of creating and managing major change and transforming small, medium and large organizational performance. He has led many business teams including building a market leading marketing consultancy focused on helping professional services companies (including Insurance Brokers) profitably grow their businesses. His particular strengths include Strategy, Sales, Marketing and Distribution. Today Derek is Commercial, Strategy & Proposition Director for SSP Pure & Keychoice. A pivotal change role in a successful growing business that provides a range of services to the insurance industry.

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