Admiral Seguros appoints a Broker Channel Director

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Admiral Group's Spanish motor insurance business, Admiral Seguros, has appointed Daniel Moreno Cruz as Broker Channel Director. The hire highlights Admiral Seguros' ambition to serve even more customers by diversifying its distribution channels and create an insurance model for the broker market.

Daniel has over 17 years of broker channel experience in the sector and joins Admiral Seguros from Liberty Seguros España, where he led the business' intermediated distribution channel for 3 years. Prior to that Daniel worked at Axa for 11 years and held a range of roles in Spain and internationally.

Sarah Harris, CEO of Admiral Seguros, said: "I am sure that Daniel with his vision and experience in distribution channels will drive the profitable growth of our company. The entire Admiral team is very optimistic about him joining and wish him every success."

Daniel Moreno Cruz, said, "I am tremendously excited to be part of this dynamic team, and I am convinced that we are capable of providing adapted and high-value solutions to brokers and their clients."