

## L'olivier's new CEO, Julien Bouverot, shares his plans for the business

2 May 2025 2:40 PM BST



In 2024, our French business reached the milestone of 500,000 customers, delivered double-digit profit and appointed Julien Bouverot as the new CEO. Julien has worked for Admiral for almost 10 years and has held a number of leadership roles within Admiral businesses, including Deputy CEO and Chief Operating Officer at L'olivier.

In his first interviews since becoming CEO, Julien discussed how L'olivier increased profits to £11 million, the importance of investing in fraud prevention to protect the business and its customers and why the business is focused on direct sales and using comparison websites to offer customers competitive prices.

Julien also highlighted how he intends to grow its home insurance business, the role he believes that machine learning models can play in enhancing risk selection; and how the business plans to use artificial intelligence and personalisation to further improve the customer experience.

You can read Julien's full interview with L'argus de l'assurance here: [The secrets of L'olivier Assurance's success](#)

You can read Julien's full interview with La Tribune de l'assurance here: ["We intend to replicate the success of our car product with our MRH offer" | La Tribune de l'Assurance](#)