



## **Sarah Harris, CEO of Admiral Seguros, shares how the business is focusing on digitalisation**

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This year, Sarah Harris celebrates 10 years as CEO of our Spanish business, Admiral Seguros, having joined the Group 13 years ago on our Future Leaders programme as a Business Development Manager.

Sarah spoke to Artículo 14, a Spanish magazine, about the growth Admiral Seguros has seen in demand for digital services since Covid and how the business has evolved its omnichannel customer experience to make it easier for customers to self-serve and receive support when it suits them. Sarah explained how the business is using WhatsApp to directly communicate with customers and using artificial intelligence to create more personalised services.

Sarah also spoke about the importance of creating an environment where everyone can meet their potential while maintaining a work-life balance, and her passion for supporting the professional development of women.

She also shared how, across the Group, leaders work hard to create an

inclusive environment that supports diversity and the ways that her collaborative and empathetic leadership style reflect this.