

Title

**Bancassurance Data-Driven Solutions**

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Speaker/Company

**Petr Václav, RGA**

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Abstract

Bancassurance is the fastest growing channel for life insurance in the EU, however, low penetration rates suggest there is plenty room for more growth. Bancassurers are starting to harness the power of customers' banking and transactional data to gain advantage in the increasingly competitive and digital environment.

In this presentation, Petr Václav will outline a novel approach that allows bancassurers to responsibly leverage demographic, financial, and behavioural data to predict mortality risk, and overcome regulatory restrictions on data sharing and usage. Petr will also explore how open-banking and AI regulation directives create new opportunities and challenges for both traditional bancassurers and insurtechs.

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Biography

In his role as Executive Director, Decision Science & AI, Petr Vaclav leads data analytics, machine learning (ML) and artificial intelligence (AI) initiatives for RGA and RGAX business units, clients, ventures and acquisitions across the EMEA region. Petr's main focus is on digital distribution, digital underwriting, dynamic and predictive underwriting, and bancassurance, as well as being a bridge between the company, its clients and partners.

Prior to joining RGA in 2020, Petr had more than 10 years of experience as data science, business and technology leader in helping companies harness the power of data, build world-class data teams, and develop commercially successful ML and AI solutions across financial services, fintech, insurtech, e-commerce, pharma, and professional services. Petr received a Master of Science (M.Sc.) in Business Analytics from the University of Warwick, and a Bachelor of Arts (B.A.) in business and management from the University of Reading.

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