



## Sally Bramall

*Chief Operating Officer, Financial Institutions Group  
Willis Towers Watson*

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Sally Bramall is the Chief Operating Officer of the Financial Institutions Group at Willis Towers Watson. She is responsible for the development of strategy and value propositions for financial institutions clients, facilitating the development of industry thought leadership material and coordination of a structured approach to bringing industry expertise to financial institutions clients.

Sally was formerly Global Head of Willis' Market Security Group, responsible for the financial research and assessment of 3,000 insurance/reinsurance entities worldwide. Sally also led a new initiative at Willis to co-ordinate carrier relationships globally, extending the principles of carrier assessment by developing the Willis Quality Index® which now powers WillPLACE, Willis's global placement platform.

Sally is active in inclusion and diversity organisations in UK. She is Co-Chair of the Women and Supporters Network for Willis Towers Watson. Sally is an Inclusion@Lloyd's Champion, serving on the Steering Group to drive diversity and inclusion initiatives in the Lloyd's market, including coordinating Willis' sponsorship of the Dive In Festival. She is also a Committee member for Independent Women in Insurance (iWIN), the women's network of Worshipful Company of Insurers.

Sally is a Fellow of the Chartered Insurance Institute, Chartered Insurance Practitioner and holds a Masters of Business Administration degree from the University of Hull. She is a Vice President of the Insurance Institute of Ipswich Suffolk and North Essex, having served as Centenary President in 2013-2014.