



L&G announces new Head of Reinsurance

L&G's Retail business has appointed Donna Cowell to the newly-created role of Head of Reinsurance, UK Protection.

Donna will work across both L&G's Retail and Group Protection businesses to deliver a joined up and effective reinsurance strategy, reporting into Pippa Keefe, the Commercial Director of Retail Protection.

She will play a key role in developing L&G's protection strategy, collaborating with reinsurers to deliver greater value for customers by leveraging the business's expert risk management, distribution quality, robust data and market experience.

As a qualified actuary, Donna brings almost 25 years of experience in financial services. She joins L&G from Willis Towers Watson, where she was a Director in its Life Insurance Consulting and Technology division, specialising in protection and reinsurance.

James Shattock, Managing Director, UK Protection, L&G: "With the recent creation of the UK Protection Reinsurance team, Donna's appointment represents L&G's ongoing commitment to delivering a joined up, effective and resilient reinsurance offering across both our Retail Protection and Group Protection businesses. We are delighted to welcome her to lead what is an essential part of our protection proposition."

Donna Cowell, Head of Reinsurance, UK Protection, L&G: "I'm excited to be leading the Reinsurance team across L&G's UK Protection offering. I'm looking forward to collaborating with L&G's highly skilled team and our partner reinsurers to implement a robust and industry-leading reinsurance strategy, delivering great value for our customers."

-ENDS-



Notes to editors

About L&G

Established in 1836, L&G is one of the UK's leading financial services groups and a major global investor, with £1.1 trillion in total assets under management (as at FY24) of which c. 44% (c. £0.5 trillion) is international.

We have a highly synergistic business model, which continues to drive strong returns. We are a leading player in Institutional Retirement, in Retail Savings and Protection, and in Asset Management through both public and private markets. Across the Group, we are committed to responsible investing and dedicated to serving the long-term savings and investment needs of customers and society.

About our Retail business

L&G's Retail business is a leading provider of retirement and protection solutions. We aim to support our 12.4 million customers throughout their financial lifetimes.

We focus on helping the customers of today and tomorrow achieve better long-term outcomes. We use the latest technology to connect with them quickly, efficiently and wherever possible in highly personalised ways.

As at the first half of 2025, our workplace pension platform served 5.6 million members, with net flows of £4 billion. Retail annuity sales were £745 million and lifetime mortgage advances (including retirement interest only mortgages) were £104 million. Our retail protection gross premium income was £771 million.

Further information

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