



FarmWeb Appoints New Chief Executive



Photo shows Ken Isherwood who takes up his role as CEO of FarmWeb on 1st January 2012.

FarmWeb, the national network for agricultural insurance specialists, has announced the appointment of Ken Isherwood as Chief Executive with effect from 1st January 2012.

Mr Isherwood joined the company in 2003 and is currently its Operations Director. He succeeds Elaine Simons who is retiring at the end of the year and who has been Chief Executive since the company's formation in 1996. FarmWeb is the UK's largest independent network of agricultural specialists with brokers operating from around 100 offices. Its current GWP to July 2011 stands at £34m.

Ken's experience in the insurance industry - particularly the commercial sector stretches across three decades. He joined FarmWeb from Lloyds TSB Insurance where he was Marketing & Operations Manager of the Commercial Unit.

Mrs Simons said: "Ken is extremely able and experienced with an extensive knowledge of the insurance industry. He has supported both FarmWeb and our members most effectively over a number of years, and will continue to do so. Continuity has been a priority in our succession planning and I am delighted to have achieved this through his appointment. I am sure that FarmWeb will continue to go from strength to strength over the coming years".

Ken commented: "It will be very much "business as usual" and the strong FarmWeb legacy and member focused approach will continue".

The company, which is independently owned, began trading in 1997, providing exclusive products and services to its members. 2003 was a milestone year when FarmWeb was

appointed by RBS and NatWest to provide services via its broker members to the bank's customers.

Sonya Hawkins will replace Ken as Operations Director on 1st January 2012. Sonya joined the company in June 2011 as Operations Manager.

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Editors Notes

FarmWeb Limited was established in 1996 as specialists in agricultural insurance cover. The company, which is independently owned, has seen year-on-year growth with current sales grossing over £34 million.

FarmWeb trades solely through independent brokers, operating through more than 100 offices in the UK.

FarmWeb provides brokers with exclusive agricultural insurance policies arranged through insurer NIG ensuring that members benefit from a number of sustainable advantages.

In 2003 *FarmWeb* was appointed to provide agricultural insurance services to customers of the Royal Bank of Scotland and NatWest on a national basis.

The company is based at Green Farm Business Park, Quedgeley, Gloucester and the Chief Executive is Elaine Simons. Mrs Simons retires in December 2011 and will be succeeded by the current Operations Director, Ken Isherwood, who takes up the post on 1st January 2012.

For further information, visit www.farmweb.co.uk