

## Patrick Sun Cheong Poon 潘榮昌

Adviser, China Pacific Life Insurance Co., Ltd.



Patrick Poon joined the Hong Kong Civil Service as an Executive Officer after graduation (BSc Hons) from University of Hong Kong in 1970.

He left the Civil Service in 1972 to join the life insurance industry as an actuarial trainee at American International Assurance (AIA) in Hong Kong. In 1975 he became the first HK born citizen to obtain the professional qualification of the Fellow of the Institute of Actuaries in UK. Subsequently he also obtained the fellowships of actuaries in Australia, China and Taiwan. He is also an associate of the Society of Actuaries and a Member of the American Academy of Actuaries. He was Past President of the HK Actuarial Society and founding President of the Actuarial Society of Malaysia during his career with AIA Malaysia in 1976-83.

Patrick was posted back to AIA Hong Kong as head of the HK and Macau region in 1983. In 1987 he left AIA after a distinguished 15 years career and joined Aetna International to start up its new life insurance subsidiary in Taiwan when the market opened to foreign players. Under Patrick's leadership Aetna Taiwan became a world class life insurance and financial services organization and known as the most successful start up life insurance company in Asia for decades. It had won many industry awards including "Most Recommendable Insurer", "The Most Admired Insurance Company in Taiwan" (for seven years) and "The Best Life Insurance Company in Asia" (twice, in 1998 and 2003, an honor unmatched by any other insurance company in Asia).

Aetna Taiwan was acquired by ING Group in 2000 and Patrick joined ING as CEO of Greater China for ING Insurance and became a member of ING Group's Leadership Council (the group's top 14 managers in the world) and Chairman & President of ING Life Insurance Company of America.

In June 2006 Patrick retired from ING and joined China Pacific Life Insurance Company (CPL, headquarters in Shanghai) as its CEO and Chairman of the Operations Committee, representing its new foreign private equity investor Carlyle. He then helped to modernize the Chinese company in corporate governance, management and operational practices. He also helped China Pacific Group to be

listed in the Stock Exchanges of Shanghai (2007) and Hong Kong (2009). CPL is the third largest life insurer in China with an excellent growth and financial performance well known for its services to customers. It won the prestigious “The Best Life Insurance Company in Asia” award in 2010. In October 2010, after receiving the award on behalf of the company, Patrick retired from the CEO position but remained as its top Adviser.

During his 38 years career with the life insurance industry, Patrick has won many community accolades including “The Hong Kong Ten Outstanding Youth Award” in 1985, “The K.T. Li Medal of management” in 1997, the “Outstanding Manager Award (CEO and President Category)” in 1988 and the “Order of Brilliant Star Medal” in 1999. In 2000, he won the “Best Insurance Leadership Award” at the Insurance - Belief, Hope & Love Award, and the “Personality of the Year” award at the Asia Insurance Industry Awards.

In community service, he was Charter President of the Rotary Club of HK Harbor, member of the HK Insurance Advisory committee and Court member of the University of Hong Kong. He was nominated a Distinguished Alumni of the HKU Science Faculty in its 70<sup>th</sup> anniversary in 2009.

Patrick is currently a member of the Board of the International Insurance Society, a member of the Panel of Judges at the Asian Insurance Industry Annual Awards, a member of the Board of the University of Hong Kong Foundation for Educational Development and Research. He is Treasurer, Council and Court member, Trustee of Superannuation Fund at the Hong Kong Polytechnic University.

Patrick has written three books on his management philosophy, two of which, “Be Bold” and “Patrick’s Way”, were among the best sellers in Taiwan and China. “Be Bold” also won the prestigious Golden Tripod Awards. “Patrick’s Way” was recently published in Korean.