

eAnnouncement

Kuala Lumpur, 24 March 2026

The Pacific Insurance Berhad Appoints Ms. Florence Chang Siow Mei as Chief Executive Officer



We are delighted to announce the appointment of Ms. Florence Chang Siow Mei as the Chief Executive Officer of The Pacific Insurance Berhad (TPIB), effective 24 March 2026.

Florence brings with her over 25 years of leadership experience in the general insurance industry and is widely respected for her deep expertise in underwriting, commercial insurance, and multi-channel distribution.

She previously served as Country Head of Brokers Management and Head of Commercial Insurance at Zurich General Insurance Malaysia, where she oversaw multiple entities across conventional and takaful businesses.

Florence has extensive experience across underwriting, broking, agency development, bancassurance, and reinsurance, building a well-rounded foundation in the general insurance industry.

Known for her collaborative and people-focused approach, Florence combines strong industry knowledge with a genuine passion for building teams and driving sustainable growth. She holds solid professional and academic credentials, reflecting her commitment to continuous learning and excellence.

“TPIB is entering a new phase of its journey. With her extensive industry knowledge, strategic leadership, and strong execution capabilities, Ms. Florence is well-positioned to lead TPIB’s next phase of growth”, said YBhg. Datuk Shaharuddin bin Md Som, Chairman of the Board of Directors.

“We are excited to welcome Florence to our TPIB family. Our strength has always been our people, and our success has always been a collective effort. With Florence at the helm, we are reinforcing a culture of excellence, collaboration, and accountability that will carry us forward”, said Gobi Athappan, Executive Director, The Pacific Insurance Berhad and Chairman & CEO, Fairfax Asia Limited.

“I am delighted to be part of the TPIB family and look forward to contributing to TPIB’s continued growth while leading and supporting its strong vision and values”, said Florence, Chief Executive Officer

Please join us in warmly welcoming Florence to the TPIB family.