

Tina McAvella To Retire from Sovereign Insurance

April 6, 2021 - Sovereign Insurance today announced that Tina McAvella, VP Underwriting and Risk Engineering, will be retiring effective April 9, 2021.

Tina has had an impressive career, culminating in over 30 years of insurance experience and more than 15 years of experience leading national underwriting and operations teams. She began her career as a broker working directly with the end-consumer before moving over to the insurer-side, where she held progressively senior leadership roles at two leading international insurers and one Canadian company before joining Sovereign in 2017 as VP Product Manufacturing.

In March of 2020, Tina's role evolved to VP Underwriting and Risk Engineering, where she has been instrumental in driving underwriting excellence across Commercial and Specialty Lines and enhancing collaboration between Underwriting and Risk Engineering teams.

"Tina has been invaluable in leading transformational change and supporting the ongoing success of Sovereign," said Steve Phillips, COO, Sovereign Insurance. "We have been so fortunate to benefit from her deep knowledge and expertise, strategic business mind, passion for the insurance industry, and strong relationships with our partners."

Tina demonstrated unrelenting leadership in a time of change for both the industry, and Sovereign. Among her many achievements at Sovereign, Tina established a national underwriting practice and led transformational work in modernizing Sovereign's underwriting framework and enabling it through the deployment of new technology.

In addition to her professional achievements at Sovereign, Tina has been influential in supporting and shaping Sovereign's unique culture. Tina leaves behind a legacy of leading with great openness, integrity, humour, kindness, and candor. She also made her mark as a mentor to many, undeniably impacting generations of professionals over the years.

"Thank you, Tina, for leading with empathy and passion, and for generously sharing your time and expertise with the Sovereign team – what an amazing impact you've had not only on the business, but more importantly on the people. You have truly lived Sovereign's values and purpose of protecting Canadian businesses and the communities they serve." Steve continued, "Your contributions have been significant, and you will be greatly missed. We're honoured you chose to end your career with Sovereign and wish you all the best in this next chapter of your life."

While Tina will be greatly missed by all, Sovereign is fortunate to welcome [Dave McKeen](#) into the role of VP Underwriting and Risk Engineering. Dave has an extensive background in Commercial and Specialty lines in the mid-market space. For the past 20 years he has held progressive underwriting and leadership roles at Chubb, where he honed his deep expertise

in product and pricing. Most recently, he held the role of Vice President - Western Canada Regional Manager.

Dave's fresh perspective and experience will be a great compliment to the senior leadership team, where he is sure to excel in his new role.

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About Sovereign Insurance

The Sovereign General Insurance Company (Sovereign Insurance) empowers Canadian businesses to succeed by developing and distributing risk solutions they trust and value. Sovereign is passionate about protecting Canadian businesses and the communities they serve and is driven by the belief that whether you're a partner, client or employee, your experience matters. Canadian owned and operated since 1953, Sovereign is a wholly owned subsidiary of The Co-operators General Insurance Company, a leading Canadian provider of multi-line insurance products with assets of \$8.3 billion. Sovereign operates in six offices across Canada and is proud to carry an AM Best A- (Excellent) rating. To learn more, visit www.sovereigninsurance.ca.

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