

# Press Consulting: Mark McDonald

## Head of Insurtech Strategy

### Biography

Mark has over 10 years' experience working in Financial Services, joining Altus in 2018 to focus on General Insurance.

Mark specialises in the Insurtech ecosystem, with his main interest being the use of emerging technology and how it can accelerate innovation in the industry, enhancing customer experience and improving operational efficiency across all aspects of a General Insurance business.

He brings his wealth of experience from working with a variety of customer-facing Financial Services products, supported by his technology background, to working with clients to shape change and strategic development for both Insurers and Insurtechs alike.

### About Altus

Altus was founded in 2005 with a mission to speed up financial services through insightful consulting advice and superior technology. Altus supplies specialist consultancy services and market-leading automation software to over 100 clients in the insurance, investment, pensions and wealth management sectors. Its software has been ISO 27001 accredited since 2017. Altus became part of Equisoft in July 2021.



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<b>Areas of Expertise</b>	Ecosystems / Connected Insurance / Use of Data Insurtechs Customer Experience
<b>Links to Blogs / Papers:</b>	<ul style="list-style-type: none"><li>• <a href="#">Infographic – Insurance Digital Experience</a></li><li>• <a href="#">Insurance 2022 onwards: no old normal</a></li><li>• <a href="#">Blog: Digital Insurance: Designing for Growth</a></li><li>• <a href="#">DigitalBar Quarterly</a></li></ul>
<b>Altus Website:</b>	<a href="https://www.altus.co.uk">https://www.altus.co.uk</a> <a href="#">More from the Insurance Team</a>