



## **MSA Research announces appointment of new Executive Vice President and Chief Operating Officer**

Toronto, Canada (January 31, 2019) - Joel Baker, President and CEO, MSA Research Inc. ("MSA"), CatIQ Inc., and Northwind Professional Institute Inc. ("Northwind"), is pleased to announce the appointment of Marilyn Horrick as Executive Vice President and Chief Operating Officer effective February 1, 2019.

In this role, Ms. Horrick will serve as EVP & COO for both MSA and Northwind accountable for enterprise-wide operations, strategy execution, marketing, and sales and growth initiatives for both companies across all brands and channels.

An experienced business strategist with deep operational knowledge, Ms. Horrick is an accomplished leader in the property and casualty insurance sector with over 25 years' industry experience. Most recently the National VP of The Guarantee Company of North America's Guarantee Gold line, she had overall responsibility for the division's P&L, underwriting, strategic pricing, product innovation, risk management including flood, wildfire and earthquake strategies, operations and compliance, broker relations, marketing, and technology solutions.



Prior to joining The Guarantee, Ms. Horrick held positions of increasing seniority at Zurich Insurance and Chubb Insurance Company of Canada where she was responsible for national strategic initiatives, product development and communications for the company's Personal Lines division.

An advocate of the insurance industry's brand and innovations, Ms. Horrick has represented the industry's interests on the IBC Personal Lines Standing Committee, ICLR Advisory Group and has been an active participant in various industry forums and panels.

Ms. Horrick is a graduate of Concordia University with a BA in Communications and is an active Director on the WICC Ontario Board (Women in Insurance Cancer Crusade).

"Having worked alongside Joel and MSA for years, I know just how fortunate I am to be joining the team. Coming on board in this role capitalizes on all I've learned in my 26 years in insurance, keeps me connected to an industry community that I love, exposes me to other business sectors and utilizes my talents in new and engaging ways. I'm enthusiastic

about the company's objectives and look forward to working closely with this dynamic and talented team of professionals and our valued clients and partners." said Marilyn Horrick.

Joel Baker added, "I am thrilled to have someone of Marilyn's calibre and business acumen join our team in this key leadership position. Marilyn will bring to her responsibilities at MSA Research an outstanding base of industry experience, proven ability to advance growth and strategic initiatives, and strong leadership and partner relationship skills. Marilyn will also play an important role in the organization's expansion plans while ensuring an exceptional experience and efficient business interactions for all MSA's and Northwind's stakeholders in industry, government and the non-profit arenas in Canada, the U.S, Bermuda and globally."

### **About MSA**

Toronto-based MSA Research is a Canadian-owned, independent analytical research firm that is focused on the Canadian insurance industry. MSA's mission is to provide Canada's insurance professionals with comprehensive financial information, unparalleled analytical tools and rigorous research on a consistent basis. Founded in 2003, MSA is the dominant provider of financial information relating to Canadian P&C and Life/Health insurers MSA also hosts several world-class events including the National Insurance Conference of Canada (NICC), InsurTech North and The International Cyber Risk Management Conferences in Canada and Bermuda.

### **About Northwind Professional Institute**

Northwind Professional Institute's ("Northwind") mission is to provide uniquely tailored forums for senior business executives, policy makers and regulators in a wide variety of key industries. After proudly operating as an invaluable tool to many key public and private sector leaders and senior advisors for the past fifteen (15) years, Northwind is perfectly positioned to serve its constituents as today's global economy brings with it a plethora of complexities that require competitive industry members, policymakers and regulators to work hand-in-hand to ensure mutually beneficial outcomes, usually focused on the long term profitable growth of the industry overall, while tackling head-on the short term obstacles and/or challenges each individual stakeholder group faces.

### **For further information, please contact:**

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