



## Branko Bjelobaba joins Premier Choice Board

The Premier Choice Group, an independent private health & protection insurance broker, has appointed Branko Bjelobaba as a Non-Executive Director.

Having worked in the general insurance industry for 21 years as a practitioner, professional adviser and regulator, he established Branko Ltd in 2003, a specialist FSA compliance consultancy providing compliance solutions to clients large and high profile to very small. Prior to Branko Ltd he was General Manager at the General Insurance Standards Council and has worked for Pricewaterhouse Coopers, Pinnacle Insurance, NLA Group and General Accident.

Branko holds chartered status and is an FCII and has had key involvement with the Chartered Insurance Institute since 2000 and was a founding Board Member in 2007. He was appointed a Vice President in 2008 at the age of 38 and in that role currently has responsibility for the UK's 60 local Institutes.

Commenting on his appointment Mike Izzard, Chief Executive of Premier Choice said, this completes the skill base and expertise when combined with the existing Board, to move the Group on to the next stage of its development and successful growth in to the future'

Branko Bjelobaba said "I have known Mike Izzard and his fellow Directors for 5 years now and watch them expand successfully. What has also impressed

me is his personal desire to help the wider industry through his work with AMII and the CII. I look forward to my work with PCH."

Branko enjoys opera, classical music, national/world politics and after-dinner speaking. He became a Liveryman of the Worshipful Company of Insurers and a Freeman of the City of London in 2002.

