

Committed to provide the right insurance solutions by identifying risks of any type or complexity, makes **Fidelity United**, one of the oldest insurance companies in the UAE, stand strong and true to its name.

The firm begins with understanding the corporate and individual client's needs by providing tailored solutions, in cognition to keep up with the ever-changing market trends.

Fidelity United's new identity marks the partnership between **United Insurance Company**, having a rich history of 44 years in the UAE, and the Lebanese leading insurer, **Fidelity Assurance and Reinsurance Co. SAL**. The company focuses on making its new brand identity a preferred choice of insurance solutions in the region, reflecting strongly on its core values of transparency and responsibility.

Having embraced the company's slogan, **'#BeConfident'**, the experienced professionals are committed to achieve superior and sustainable profitable growth. Their approach is to provide bespoke solutions and a unique brand experience, by adopting effective risk management and operating in an ethical and professional manner. The operational business model followed within the company since its rebirth, empowers stakeholders and partners, optimizes company performance, and capitalizes on the passion, knowledge, and expertise of its employees. This highlights Fidelity United's leading role in the UAE market, as it is recognized as **the Insurance Company of the Year - UAE**.

Setting its standards high, the company's strategic planning worked in its favor to build various platforms and portals. This model empowers both partners and clients to select from the extensive range of tailor-made products and experience exceptional customer service when interacting with the team of Fidelity United. Apart from aiming for major regional growth that is strategically planned for the next five years, the company's ambition promises the customers and partners a seamless and lean process journey from quote to policy issuance.

Fidelity United enjoyed the fruits of this successful business model with the remarkable turnaround of its financial results into the green, affirming the strategies and methods of the company's vision towards the right path of success and stability. With the celebrated rise of the organization's financial performance, despite industry challenges, Fidelity United believes that the success of the company is recognized by the sustainability and lasting relationships it has with its partners and clients.

The company focuses to be an employer of choice for present and future employees by investing in establishing an engaging and nurturing environment for its 'Assets' i.e. its employees. The company undertakes a vigilant selection of talents from the market, defining career paths for each employee and provides resources and tools to uplift their knowledge and skills.

Ensuring a successful implementation of Fidelity United's plans, required a leader with a forward planning vision to guide the company into the next stage. **Mr. Bilal Adhami** was entrusted by the Shareholders and Board of Directors to lead as CEO in 2018 and create a full transformation plan to turn the company into profitability, achieve sustainable growth and take the new

identity of the company to greater heights.

Bilal is a seasoned Insurance Professional with over 25 years of experience in the Middle East region (and beyond). His highly diverse experience in management, and technical, with local and international exposure, along with his traits of strong leadership and visionary mindset, identifies Bilal as the **Game Changer of the Year - UAE**.

Working on full gear since his joining two years ago, Bilal has revamped the company into a new entity, created a Brand Name in the market, positioned the company as a competitive player among the peers and built strong relationships with partners. This resulted in bringing one of the highest growths in revenues in the market and securing a profitable and sustainable book of business.

This evolution of Fidelity United's transformation credits Bilal's vision and strategies for the company. Bilal believes in 'leading by example' and empowers his team, by taking a macro vision of the company, to ensure that everyone is engaged in the process of building it to its highest standards. He realigned all job functionalities by structuring a detailed and transparent chart of accountabilities and responsibilities, thus creating full awareness of every position to his employees. He introduced the Project Management department, where the team ensures that every project of the company reaches a successful delivery. He has also embossed the First Time Right (FTR) campaign culture within the employees' mindsets.



Bilal considers himself to have an Agile Leadership style because he has a visionary mindset and nothing is impossible for him. He creates a vision, forms strategies with his team to deliver the company's set goals. One of the greatest achievements Bilal is proud of is the culture that he has been able to build within the team.

Bilal's aim is to lead the company forward to the foreseeable future. His personal commitment to the shareholders and employees is to see Fidelity United amongst the top insurance companies in the region, as he steadily works towards this aim, and builds success quarter after quarter.