



Bob Tisdale, President and Chief Operating Officer of Pembridge and Pafco, announces retirement

Tisdale to retire on 40-year anniversary of an illustrious insurance career

MARKHAM, ON (August 20, 2019) – Allstate Insurance Company of Canada, together with Pembridge Insurance Company and Pafco Insurance Company, have announced that Bob Tisdale will be retiring from his role as president and COO, effective August 18, 2020, which coincides with his 40-year work anniversary.

A prolific member of the insurance industry in Canada, Tisdale has made a considerable impact in the field during his career and received many accolades. Over the next year, Tisdale will continue to oversee the business and mentor the leadership within Pembridge and Pafco. Upon retirement, Tisdale will serve in an advisory capacity to provide strategic counsel for the company and the insurance industry.

In his role as President and Chief Operating Officer, Pembridge and Pafco, Tisdale has made significant contributions that have influenced the direction of the organization. Notably, he led the strategic planning and vision for Pembridge's broker distribution channel, which transformed Pembridge into an industry leading personal lines market, and re-launched Pafco as a company focused on non-standard personal lines. During this time he also took on the additional role of Vice-President at Allstate Insurance Company of Canada, Pembridge and Pafco's parent company.

"Since Bob began in the insurance industry in 1978 – fresh out of high school – his drive, determination and dedication to his team has helped to distinguish himself within the industry. These traits allowed him to quickly progress into more senior roles that will leave quite a legacy," says Ryan Michel, president and CEO at Allstate Insurance Company of Canada. "He has been integral to the growth of Pembridge and to the development of the strong cohort of business leaders within the Pembridge and Pafco team."

Tisdale got his first job in insurance as an Auto Rating Clerk at Liberty Mutual. As he progressed through his career he continued to broaden his skill set and educational achievements. He took numerous Business Administrative Studies courses at York University and earned an MBA at Edinburgh Business School all while working full-time. Other accolades include: Chartered Insurance Professional (CIP), Fellow Chartered Insurance Professional (FCIP), Canadian Risk Manager (CRM), and Institute of Corporate Directors (ICD.D) designations. He has also supported the education of many members of the insurance industry as a course instructor for both the Insurance Institute of Canada and Insurance Institute of America. Tisdale has provided his knowledge and leadership as Chair of the Board of Directors of the Facility Association, as President of the Insurance Institute of Ontario, as Chair of the Board of Governors of the Insurance Institute of Canada, as Chair of the CIP Society and as a member of various Insurance Bureau of Canada (IBC) committees.

“Bob’s strategic vision and planning have been vital to the success and growth of the organization; with his mentorship, he leaves the company well-positioned to continue its positive growth trajectory for the future,” says Michel.

Tisdale states “It’s been an honour to lead this organization for the past 20 years and I am confident that our leadership team will continue to advocate for the Broker channel. Over the past 41 years, I have built strong relationships that will continue into my retirement.”

About Allstate Insurance Company of Canada

Allstate Insurance Company of Canada is a leading home and auto insurer focused on providing its customers prevention and protection products and services for every stage of life. Serving Canadians since 1953, Allstate strives to keep both customers and employees in "Good Hands®" and is proud to have been named a Best Employer in Canada for seven consecutive years. Allstate is committed to making a positive difference in the communities in which it operates and has partnered with organizations such as MADD Canada, United Way and Junior Achievement. To learn more, visit www.allstate.ca. For safety tips and advice, visit www.goodhandsadvice.ca.

About Pembridge

Pembridge Insurance Company provides home and automobile insurance to Canadians through a network of select insurance brokers. Pembridge is backed by Allstate Insurance Company, giving it the scale and financial stability of one of the largest insurance companies in North America. Committed to giving back to communities, Pembridge is involved with various charities, including Bridges to Community Canada. To learn more, visit www.pembridge.com.

About Pafco

Pafco Insurance Company has built a strong foundation, offering a specialized insurance product and exceptional customer service through the support of our select, broker network. Pafco provides personal automobile insurance for drivers who do not qualify for coverage in the standard insurance marketplace. To learn more visit www.pafco.ca.

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