



**Press Release**

**19 April 2016**

## **VITALITYLIFE APPOINTS NEW NATIONAL ACCOUNTS DIRECTOR**

VitalityLife has appointed Dave Ewens as National Accounts Director. Reporting to Justin Taurog, Managing Director of Sales and Distribution, Dave has responsibility for managing the relationships between VitalityLife and its network partners, and working to develop new business opportunities.

Dave joins VitalityLife from his role as Distribution Director at Openwork, where he held responsibility for business development, sales teams and recruitment, as well as overseeing Openwork Market Solutions and Openwork Protection Service. Prior to this he was National Sales Director with MetLife, and spent 24 years at Norwich Union.

**Justin Taurog, Managing Director of Sales and Distribution at VitalityLife, commented:** "Finding someone with Dave's wealth of experience in this industry is rare. He is well respected and comes with a successful track record in managing vital business relationships. VitalityLife is known for pushing the boundaries and innovating, and we've had an exciting start to 2016. There's much more to come and Dave is a valuable recruit who will help us make further strides in the protection market."

**Dave Ewens, National Accounts Director at VitalityLife, added:** "VitalityLife has made an impressive mark on the industry in the relatively short time it's been in existence and I'm excited about being part of its next phase of growth and development. Watch this space."

**-ends-**

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**Vitality – changing health and life insurance for good**

Vitality is the insurance business that helps people understand how they can improve their own personal health. Vitality makes it cheaper and easier for its members to get healthy and gives them rewards to keep them motivated, through a range of discounts and incentives.

Vitality Ambassadors Jessica Ennis-Hill, Lord Sebastian Coe and Jonny Wilkinson are role models who embody the values of Vitality. They are all using their passion for living a healthy lifestyle to motivate others to make positive changes. Taking small steps today can dramatically improve wellbeing over the long-term, regardless of your current state of health.

**VitalityLife** is one of the fastest growing life insurers in the UK. It is unique to the current UK protection market and its suite of products includes Life Cover, Income Protection Cover, Serious Illness Cover, Business Protection and other additional products. By recognising people's efforts to look after themselves, VitalityLife is able to offer a more comprehensive set of benefits than traditional insurers at a very competitive price.

For more information visit [vitalitylife.co.uk](http://vitalitylife.co.uk)