



Bridget Sakr
Ambassador

Bridget has over 20 years of industry experience specifically in the regulated mortgage and associated Lenders Mortgage Insurance market

What Bridget brings to TRB

Bridget is a passionate, respected and trusted business leader who possess in depth mortgage industry knowledge and an extensive industry network. She is recognised for her ability to build very strong and highly valued relationships with C Suite Executives across the financial services industry and her responsiveness to implement programs to meet their needs. This experience will be leveraged by The Risk Board.

Areas of expertise

- Strategic Leadership and direction
- Market Intelligence
- Business Development, retention and growth
- Extensive Industry Network
- Relationship Management
- Team Building and Development
- Thought Leadership
- Tender and Contract negotiation
- Product Development and Management

Relevant Experience

Bridget was the former Chief Commercial Officer (CCO) for Genworth Financial, an ASX Listed company and a leading provider of Lenders Mortgage Insurance.

Bridget is a senior executive with experience in directing business growth, elevating brand awareness, increasing revenue, profitability and market share in the highly competitive and regulated mortgage and associated Lenders Mortgage Insurance market. Bridget led developed and inspired high -performing cross-functional team of 40, including Partnership and Distribution, Marketing and Communications, Product Management and Corporate development teams.

Negotiated and secured exclusive lender customer contracts with up to 5 year terms, contributing to 11.84% CAGR (2001-2014)

Bridget's career highlights include

- Renewed a 3-year exclusive Supply and Service contract in 2016 with Genworth's largest customer, Commonwealth Bank of Australia (CBA) accounting for 47% of Gross Written Premium.
- Developed Thought Leadership reports including Streets Ahead and Home Grown, building product awareness and engagement, elevating Genworth Australia's brand and value proposition to further assist facilitation of home ownership in Australia.
- A commitment to exemplary customer service standards and customer advocacy, achieved by listening, anticipating and leading the design of tailored products and solutions, achieving customer satisfaction results between 81% and 89% (2010-2015)
- Drove the development and content for the first of its kind in Australia, first home buyer magazine "It's My Home", content focused on the 'A-Z' requirements of home buying and expanding to a new distribution- Real Estate Agents

Qualifications and Memberships

- Bachelor of Arts, Economics Major, University of Sydney
- Graduate Certificate, Human Resource Management, UTS
- Foundations of Directorship, Australian Institute of Company Directors
- Member of Australian Institute of Company Directors

Outside of Work

Bridget is a mother of two children who loves to travel, going to concerts and enjoying a meal accompanied with good wine and family and friends around the dinner table