



## **Jennifer Power promoted to Vice President of Pembroke Insurance Company and Pafco Insurance Company**

**MARKHAM, ON (May 29, 2020)** – Allstate Insurance Company of Canada, together with Pembroke Insurance Company and Pafco Insurance Company, are proud to announce Jennifer Power as the new Vice President of Pembroke and Pafco effective June 1, 2020.

Power succeeds Bob Tisdale who announced his retirement last year as President and Chief Operating Officer of Pembroke and Pafco, and Vice President of Allstate Insurance Company of Canada, effective August 18, 2020.

“Jennifer has proven to be an exceptional leader within our organization and industry,” said Tisdale. “I am incredibly confident her experience, dedication and relationships will continue to be a significant benefit to the broker channel.”

Power joined Allstate Canada Group (ACG) in November 2013 as region director of Atlantic Canada for Pembroke and Pafco. Her insurance experience includes personal lines pricing, underwriting, business development, telematics program management and market team lead. Prior to joining Pembroke, Power held senior roles with large Canadian insurers.

“The generous lead time Bob gave us to recruit a new leader ensured that we were able to identify the best candidate to take Pembroke and Pafco into the future,” said Ryan Michel, President and CEO, Allstate Insurance Company of Canada. “Jennifer is deeply knowledgeable about the Canadian broker market and she lives into our commitment to serve our customers with strength, experience and care,” said Michel.

“I could not be more excited to take the reins of Pembroke and Pafco and believe our future is bright,” says Power. “We have an amazing team and great business partners across the country. I look forward to building on the momentum we have in the marketplace. I would also like to thank Bob for his support and mentorship over the past seven years, and for being a fierce supporter of the broker channel.”

Power and her family live in Halifax. She holds a Bachelor of Commerce degree from St. Mary’s University and has achieved her CIP designation with the Insurance Institute of Canada. She has been a member of IBC’s Atlantic Committee since 1998 and Chaired the committee from 2006-2008 and 2017-2019.

### **About Allstate Insurance 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 eight 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](http://www.allstate.ca). For safety tips and advice, visit [www.goodhandsadvice.ca](http://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](http://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](http://www.pafco.ca).

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