



## **IBAC Hires Tom Reid to Accelerate Broker Connectivity**

**Toronto, ON – September 1, 2020** – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Tom Reid will be the new Broker Connectivity Lead for the IBAC Data Exchange (DX) Project.

“Broker connectivity is a key priority for IBAC, and the pandemic has intensified the need for strong digital solutions across the insurance industry,” said IBAC CEO Peter Braid. “We are committed to rapidly advancing our DX project in order to achieve efficiency and cost savings to business operations, and more importantly, provide the digital capabilities that consumers demand. As our Broker Connectivity Lead, Tom Reid will apply a concentrated effort to get this done.”

IBAC is leading an industry-wide collaboration that is helping to achieve the goal of real-time connectivity in our industry. The completion of the First Notice of Loss transaction as a Reusable Data Service (RDS) demonstrates the efficacy of this approach and sets the stage for further success. Carriers and vendors are now able to implement the RDS in their own environment, allowing companies to develop and deploy their own solutions significantly more quickly and cost effectively than by working on their own. With additional transactions at various stages of development, now is the time to focus on the widespread implementation of RDS solutions.

Tom brings an impressive background with over 15 years in the insurance industry, including executive leadership roles with a major carrier and a broker tech vendor. He has also worked as a licensed broker, served on the board of the IBAA, and is a strong champion for broker technology. His unique breadth of knowledge and experience will be pivotal in tackling the complexities of the issue and generating collaboration and momentum to achieve real-time connectivity in the Canadian property and casualty insurance industry.

“I have been passionate about connectivity in our industry for more than 15 years,” said Tom Reid, IBAC Broker Connectivity Lead. “By working together as an industry with focus and purpose, I believe that a solution is imminent. I am privileged to join IBAC and lead the DX initiative forward.”

### About IBAC:

Representing over 38,000 insurance brokers across Canada, the Insurance Brokers Association of Canada (IBAC) is the national voice of Property and Casualty insurance brokers and an advocate for insurance consumers.

For further information, please contact:

Liz Scott, Director of Operations  
Insurance Brokers Association of Canada  
(416) 367-1831 ext. 120  
[lscott@ibac.ca](mailto:lscott@ibac.ca)