



Bridge Appoints New Chairman

Bridge Insurance Brokers Limited is delighted to announce the appointment of Roger C Potts as their new Chairman.

Potts joins Bridge from Willis where he held a similar position as Chairman of the Corporate Risks Business.

Commenting on his appointment, Potts said 'I am excited to be joining the most highly respected independent broking business in Manchester. With a great team and a reputation for quality Client service, we have a unique opportunity to develop and grow the business in both the local and regional markets'.

Mike Backner, Director at Bridge said 'with Roger's knowledge of the local market and his experience, we have strengthened our team to become a formidable force in the Manchester market. His appointment is a clear statement of our intention and commitment to be the broker of choice for Corporate Clients'.

Potts will assume his position at Bridge in November.

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Note to editors

Established in 1971, Bridge Insurance Brokers Limited is now one of the region's leading independent corporate insurance brokers. With over 90 staff, it is also one of the largest in the North West. The company prides itself on its long-standing relationships with Clients – many of which have been working with Bridge for over 30 years.

Offering risk transfer and innovative insurance programmes to businesses in a wide range of industries, Bridge's specific practice areas include corporate, risk management, environmental, credit, property and due diligence to name a few.

Bridge aims to be more than just an insurance placing organisation. Through offering professional advice, technical excellence, high quality Client service and commercial awareness, the company looks to contribute to the success, profitability and post loss business continuity of Clients.

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