

New FIA CEO

Industry news

The Financial Intermediaries Association of Southern Africa (FIA) announced at the end of October that Manie Booysen has been appointed CEO of the Association with effect 1 November 2009.

FIA President, Arnold van der Linde, says the FIA board fully supports Booysen's appointment, which follows a lengthy recruitment process triggered by the retirement of the Association's previous CEO.

"The FIA received many applications from senior executives for the CEO position but was particularly impressed with Manie's prior experience and success with managing another national industry association - the South African Meat Industry Company (SAMIC)."

Booyesen, who holds a BCom degree, also spent a number of years with Armscor, Renwick, subsidiaries within Malbak and other firms. He has been responsible for the turnaround of companies and has worked extensively in both local and global markets - a factor which will serve both the FIA and its members well.

"The FIA board recognised



Manie Booysen: Fresh perspective

that in the rapidly changing world of financial services, it was important to appoint an individual who is unhindered by stereotypical industry approaches and is thus able to bring fresh perspective and insights," says van der Linde. "Solutions to our current challenges lie in creative thinking and not in fixed historical perspectives."

Booyesen is respected for his strong management, leadership and relational skills and will take the FIA into a new era. "Manie will be supported by an excellent team at the FIA and together, they will reshape the Association and ensure it meets members' needs and makes a positive contribution to remodelling the insurance and assurance landscapes in our country," concludes van der Linde.

