

Philam Life appoints new CEO

PHILAM Life announced the appointment of Ariel Cantos as its new chief executive officer, effective June 24, 2016. Cantos succeeded Axel Bromley, who has decided to relocate to the United States for personal reasons. Prior to his appointment, Cantos held the role of CEO of BPI-Philam, the bancassurance joint venture of Philam Life and the Bank of the Philippine Islands (BPI), the leading bancassurance operation in the Philippines.

Cantos, known among peers as "Aibee," joined Philam Life as a management trainee and over a career spanning almost 30 years, subsequently held a number of senior roles, including profit center head of



Accident & Health Products, sales director of Manila Agencies, and sales director of provincial agencies. His most recent position was senior vice president and chief agency officer, where he led over 450 agency leaders and 6,000 advisors, before joining BPI-Philam in 2013.