

Anna Janiczek,
President of the Management Board
PZU Zdrowie SA



She has been associated with the PZU Group since 2016. At the same time she holds the position of the Managing Director of Health Insurance, Marketing and Customer Relations in the PZU Group.

She has successfully initiated and carried out cross-area projects aimed at improving customer experience. She implemented the first comprehensive customer experience management program in the insurance sector, as well as the CX Academy programme. She introduced the Customer Journey Project that resulted in creating maps of customer experiences and needs. As a manager of the complaint process she proposed several hundred initiatives aimed i.a. at improving the quality of medical care provided by PZU Zdrowie.

She has also experience in the banking sector. Prior to her employment in the PZU Group, she worked at The Royal Bank of Scotland for almost 9 years.