

Ross Attfield

Van Account Manager | Former Head of Trading | Pricing Director

Experienced pricing and trading professional with a strong background in the insurance industry, including senior leadership roles across trading, pricing, and account management. Proven ability to drive commercial performance, manage partner relationships, and optimise data-led strategies. Adept at stakeholder engagement and commercial negotiations, with a passion for growing insurance knowledge across product lines.

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WORK EXPERIENCE

Van Account Manager Somerset Bridge Insurance

02/2024 - Present

Hybrid / Bristol

- Responsible for strategic van account management and trading growth.
- Lead onboarding and development of new partners.
- Improve product ratings and performance.
- Increase technical capabilities and operational effectiveness.

Head of Trading RAC

01/2022 - 01/2024

Hybrid / Bristol

- Oversaw trading operations across three product lines.
- Managed end-to-end account performance and key partner relationships.
- Developed strategies to optimise sales conversion and market share.

Pricing Director Atlanta Group

10/2019 - 01/2022

Hybrid / Andover

- Led pricing strategy across Motor, Van, Bike & Home.
- Worked across CDL, Open GI, and Acturis systems.
- Delivered MI reporting and insights to insurers and PCWs.
- Closed long-term agreements with key external partners.
- Drove commercial growth through innovative pricing and positioning.

Head of Group Pricing Complete Cover Group

01/2012 - 10/2019

London / Cwmbran

- Headed up internal underwriting with delegated authority.
- Designed and implemented data-led pricing frameworks.
- Built commercial plans aligned with marketing and acquisition goals.
- Represented the business externally with insurers and stakeholders.
- Conducted market analysis to explore growth opportunities.

SKILLS

Insurance Product Strategy (Motor, Van, Telematics, Home, Bike)

Partner Onboarding & Relationship Management

Trading Performance & Market Competitiveness

Data Analysis & Interpretation

Pricing Strategy & Underwriting Oversight

Commercial Negotiation

Stakeholder Management

SQL (Intermediate), Excel (Advanced), SaaS Exposure

EDUCATION

Certificate in Insurance Chartered Insurance Institute

2017

- IF1: Insurance, Legal and Regulatory
- IF2: General Insurance Business
- IF3: Underwriting Process

INTERESTS

Innovation

Data & Analytics

Business Strategy Podcasts

Mentoring & Leadership

Tech Exploration

Public Speaking & Industry Events