



John Humpish – Non-Executive Director



Appointed non-executive Director of **Optimisa plc** in February 2008, **John Humpish** previously held a similar position on the EQ Group board prior to its acquisition in 2007. He currently works for Zurich Financial Services as CMO for Europe General Insurance.

John began his career as an undergraduate trainee with Ford before moving to work at Mars, Incorporated where he rose to become the European Head of Direct Marketing. From there, he moved into financial services, filling Global Head of Marketing roles at AXA Investment Managers and Deutsche Bank Group.

In 2002 John established JBH Marketing as a consultancy business involved in both business development and venture capital sourcing, working for clients large and small including Vodafone and BT. He then joined Zurich Financial Services in 2007.

John has a Masters in Engineering, Manufacture and Management from University of Birmingham and is married with two children.