

GAENOR JONES

ADVANCING PROFESSIONAL STANDARDS IN THE GLOBAL INSURANCE SECTOR

Gaenor Jones is a respected professional in the global insurance and financial services sector, currently serving as Regional Director for the Chartered Insurance Institute (CII) across the Middle East and Central and South Asia. With a career that began in banking and gradually evolved into insurance and financial planning, she has built a reputation for leadership, resilience, and a strong commitment to raising professional standards in the industry. Over the years, she has worked across multiple regions and organizations, helping professionals strengthen their knowledge and skills while promoting trust and credibility within the financial services sector. At EliteX, we are proud to have Gaenor Jones as part of the edition: Impactful Women in Insurance, 2026.

Her journey in financial services started in 1994 when she began her banking career. During this early stage, she developed a strong understanding of holistic financial planning. Protection through insurance is an essential part of financial planning, covering areas such as family security, health, employment, property, mortgages, and life and critical illness protection. Through her work in banking, she became closely connected with the insurance sector as part of helping clients protect their financial futures.

Jones began her professional career with Alliance & Leicester, a UK-based bank that was later acquired by Santander. This role gave her valuable exposure to financial services and allowed her to develop strong client-focused skills. As her career progressed, she

continued working in the banking sector and gained extensive experience across international markets. She later worked with Lloyds Bank in both the United Kingdom and the United Arab Emirates, further expanding her professional expertise. Her journey then led her to Abu Dhabi Islamic Bank (ADIB) in the UAE, where she served as Head of Sales, Investments, and Takaful. In this role, she managed multiple financial services areas and strengthened her leadership capabilities while working in a dynamic and competitive financial environment.

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LEARNING, AND
LONG-TERM
CAREER SUCCESS.**



In 2018, Jones took on a new challenge when she became Regional Director for the Chartered Insurance Institute in the Middle East. Her role later expanded to include Central and South Asia. In this position, she works to promote the importance of professional qualifications, improve standards within the insurance sector, and help build confidence in the industry. The CII plays a key role in supporting education and professional development for insurance and financial planning professionals, and Jones leads many of the initiatives that help expand this mission across the region.

Her responsibilities involve working closely with regulators, government departments, universities, training organizations, and corporate institutions. Through collaboration with these stakeholders, she helps support the development of professional talent in the insurance and financial services sectors. The CII provides online learning programs, professional qualifications, webinars, and training sessions to help industry professionals improve their knowledge and maintain high standards. Jones also works to ensure that students and members receive the support they need throughout their learning journeys.

One of the proudest moments of her career came in 2023 when she was recognized as Middle East Woman Leader of the Year at the prestigious Middle East Insurance Industry Awards. This recognition highlighted not only her personal leadership but also the impact she has made in strengthening professional education and standards across the insurance industry. She is also proud of the many achievements of the CII in the region. Under her leadership, the organization successfully established its presence and has been recognized as the Best Educational Training Provider in the Middle East three times by different industry associations.

Jones has played an important role in expanding the reach of the CII across the region. In recent years, membership in the Middle East alone has grown to

more than 2,000 professionals, while the organization's online presence continues to expand with thousands of followers. The number of individuals taking CII professional examinations continues to grow each year, demonstrating increasing interest in professional development within the industry. The organization is also frequently invited to contribute thought leadership, participate in industry events, and represent the region in global discussions about insurance and financial services.

RESILIENCE, INTEGRITY, AND EMPATHY ARE ESSENTIAL QUALITIES FOR STRONG AND EFFECTIVE LEADERSHIP.

Throughout her career, Jones has also worked to support initiatives that strengthen regulatory standards and professional development. One example is the work carried out with the Insurance Authority in the UAE, now part of the Central Bank, to support the introduction of mandatory professional qualifications and continuing professional development requirements for senior professionals in the insurance sector. This initiative marked an important step toward improving professional standards and accountability within the market.

As a woman working in a field that has traditionally been male dominated, Jones has faced challenges but has remained determined and resilient. She believes that resilience and adaptability are essential qualities for overcoming obstacles and continuing to grow professionally. Over time, she has been encouraged to see more women entering the insurance industry and succeeding in leadership roles, which she believes creates opportunities and inspiration for others to follow.

Jones also places strong importance on leadership qualities such as honesty, integrity, empathy, and clear communication. She believes effective leaders should be approachable and should focus on making business processes easier rather than creating unnecessary barriers. Building trust and maintaining strong professional relationships are central to her leadership philosophy.

Balancing professional responsibilities with personal life has sometimes been challenging, especially given the demanding nature of her role. Her work often requires travel, extended hours, and participation in industry events beyond standard working schedules. Despite these challenges, she focuses on prioritizing responsibilities and maintaining a strong commitment to both professional excellence and personal responsibilities.

Beyond her professional role, Jones actively supports mentoring and encouraging others, particularly women who are considering careers in insurance. She regularly participates in industry and professional groups, advocating for equal opportunities and encouraging individuals to believe in their abilities. She believes that many limitations people experience come from self-doubt rather than actual barriers, and she encourages professionals to explore opportunities with confidence.

Looking ahead, Jones remains focused on expanding the reach and influence of the Chartered Insurance

Institute in the regions she serves. Strengthening partnerships, supporting professional education, and continuing to build trust in the insurance sector remain central goals. She works closely with the CII's global leadership team in London to help shape the organization's international strategy and ensure that professionals across the region have access to high-quality education and development opportunities.

PROFESSIONAL QUALIFICATIONS AND CONTINUOUS LEARNING ARE KEY TO BUILDING TRUST IN THE INSURANCE INDUSTRY.

Through her leadership, Gaenor Jones continues to contribute to the growth and professionalization of the insurance industry. Her career reflects dedication to learning, collaboration, and raising standards that benefit both industry professionals and the communities they serve.