

**NEWS RELEASE:  
FOR IMMEDIATE PUBLICATION**



**20 April 2018**

## **Former MIB head chooses SSP for new venture**

PEX Insure, the managing general agent (MGA) founded by Byron Shepherd, has chosen two separate SSP platforms to distribute its insurance products. Shepherd was formerly one of the heads of the Motor Insurers' Bureau (MIB), responsible for services including MyLicence and the NCD database.

The MGA has chosen SSP Pure Broking to retail standard motor cover, with further products to follow. In addition, as PEX Insure has its own delegated authority, it has also signed up to wholesale insurance products through SSP's brokers.

These wholesale products – including motor excess protection, guaranteed car hire and vehicle breakdown – will be made available via SSP's commercial e-trading platform.

**Ron Atkinson, Distribution Director at SSP said:** "I am delighted that, after working with various software houses at MIB, Byron has chosen to partner with SSP for his new venture and to adopt multiple platforms."

**Byron Shepherd, CEO at PEX Insure said:** "I know Ron and Adrian Coupland [SSP's Customer and Marketing Managing Director] very well from my work at MIB. If I need to call them, I can, and they get things done."

"It's important to be able to speak to the key decision-makers quickly. Ron answers the phone and gets on with what needs to be done. You don't get that with other software houses."

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## **Notes to editors**

### **About SSP**

SSP is a global provider of technology systems and solutions across the entire insurance industry, using our expertise to enable our customers to transform their business and increase their profitability. SSP provides core technology solutions, distribution and trading capability, advanced analytics and solution delivery. We work with 8 of the top 10 UK insurers, 4 of the top 10 global insurers and over 40% of UK brokers. Our unique position in the market, including the largest market share of UK e-trading, enables us to provide leading data insight and unrivalled distribution. With over 30 years' experience, our knowledge, talent and technology capabilities deliver innovative results that make us the partner of choice for our customers.

[www.ssp-worldwide.com](http://www.ssp-worldwide.com)

### **About PEX Insure**

Founded in 2017 as an underwriting agency and managing general agent, at PEX Insure we create and develop product offerings. We work with wholesale brokers, retail brokers, affinity groups and insurers to provide bespoke schemes wherever required. PEX Insure is a member of the Managing General Agents Association and the British Insurance Brokers' Association.

[www.schemes.pexinsure.com](http://www.schemes.pexinsure.com)

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