

# DUAL UK makes senior appointments into regional distribution roles

## Key regional appointments to drive the business' ambitious growth plans in the Midlands and South-West

**London**  
**27 May 2025**

DUAL UK today announces the appointment of Stephen Davis as Regional Manager, Midlands and South-West, and Jayne Sprigg as Business Development Manager, Midlands.

Davis has over 25 years' experience in the insurance industry, having spent 15 years at RSA and more recently at Zurich Insurance where he was Head of Regional Market for the Midlands, West and Wales. Stephen will be building on his experience of working with SME and mid-market regional businesses to deliver DUAL's regional expansion strategy. He will join the business on 2 June.

Sprigg joined DUAL on 1 May as Business Development Manager for the Midlands. She has almost 25 years' experience in the insurance industry, spanning both underwriting and business development. Jayne began her career at Aviva before moving to Allianz, where she has been for the past 22 years.

Rob Corner, Chief Distribution Officer, DUAL UK said: "I am delighted to welcome Steve and Jayne to DUAL.

"We're committed to building teams outside London that can tap into the huge opportunities that exist across the regions. It is important to us that we take our established business lines to brokers



around the country and gain a deeper understanding of their clients' needs so that we can respond to emerging challenges and develop new propositions.

"We've been building out our North-West presence during the early part of 2025 and have been very pleased with the response from brokers. Appointing Steve and Jayne represents the first steps in our expansion plans into the Midlands and South-West, which will include opening an office in Bristol in 2025 to accelerate our plans in this key region."