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2017 PEAK Award Honouree

Gerri Prior – Lifetime Achievement

presented by





The Association of Women in Finance is proud to honour Geri Prior with the 2017 PEAK Award for Lifetime Achievement.

Geri has an unparalleled track record of excellence with ICBC in a career spanning over 30 years. In 2000, Geri accepted the position of Chief Financial Officer of ICBC and became responsible for the finances of one of Canada's largest property and casualty insurers with revenues of \$4.6 billion and assets of over \$16 billion. Over Geri's 15 years in the role, ICBC grew investments from \$5.8 billion to \$15 billion and grew capital from \$300 million to over \$3 billion. In this role she reduced operating costs by 25% while maintaining customer service levels and led the industry with one of the lowest operating cost ratios. Impressively, Geri was able to drive this downsizing initiative in a way that gained buy-in and respect from employees across the organization.

In 2008 – by reason of Geri's financial leadership, her engaging management style, her ability to influence and her strategic vision – Geri was asked to take on the role of Interim President and CEO. During this time Geri led the development of a proposal for a \$400 million transformation program at ICBC to replace all major legacy systems and infrastructure. She oversaw this multi-year program as a member of the Executive, and it is now complete, and on track to deliver full benefits.

Geri is a passionate advocate and role model for women in the male dominated insurance industry. At ICBC, she mentored women in all stages of their careers and helped many of these women to attain promotions to key and senior positions in ICBC. In addition, over 80% of her direct reports were female.

Throughout her career, Geri has been very active in the Vancouver business and local community serving on Boards of non-profit organizations and volunteering with her children's sports teams. Presently, Geri is the Vice-Chair and incoming Chair of the YWCA Metro Vancouver. She has also served as Vice-Chair of Capilano University and Chair of the Capilano University Foundation.

Geri is a Certified Professional Accountant and was elected as a Fellow of the Chartered Professional Accountants. She has her Bachelor of Commerce Degree from the University of British Columbia and attained her ICD.D designation from the Institute of Corporate Directors. Geri was named CFO of the Year - Transformation Agent by Business in Vancouver and was selected as a WXN Top 100 Award Winner. She has also been a recipient of the Deloitte Alumni Award for Leadership and the PEAK Award for Performance and Excellence by the AWF.

Please join us to celebrate Geri's achievements at the PEAK Awards Gala on May 10, 2017. Congratulations, Geri!