



# L&G's Vanessa Sallows steps down, but not out, as Tracey Bridger is appointed Claims & Governance Director for Group Protection

**Tracey Bridger, current Head of Claims for Group Protection, will become Claims & Governance Director, as Vanessa Sallows takes on a new role**

L&G today announces that Tracey Bridger, currently Head of Claims for Group Protection, will step into the role of Claims & Governance Director, from 1 January 2026. The present incumbent Vanessa Sallows will step down on 31 December 2025. However, she will continue to bring her expertise to Group Protection in a new role as Claims & Clinical Development Director from 1 January 2026, working reduced hours, but remaining part of L&G's Group Protection Exco team. Vanessa will continue to be one of L&G's key media spokespeople for Group Protection.

Tracey has built a remarkable 20-year career at L&G, beginning as a Claims Assessor and progressing through roles as Team Manager and Head of Claims. Over the years, she has developed deep expertise in the Group Protection claims space, consistently demonstrating a commitment to fair, timely and empathetic outcomes for customers.

Her leadership has been defined by a strong focus on operational excellence, continuous improvement and a customer-focused mindset. Passionate about making a meaningful difference, she has played a key role in shaping a high-performing claims function that reflects L&G's values and purpose.

Meanwhile, Vanessa has played a vital role in shaping L&G's Group Protection strategy as part of the senior leadership team. She has led on various pivotal initiatives that have changed how L&G supports its customers, including:

- Bulleted Introducing L&G's once and done (Onedertwriting) approach to medical underwriting in 2008/9.
- Simplifying Life Assurance claims by no longer requesting death certificates in 2012.
- Co-creating and delivering L&G's Not a Red Card campaign from 2016-2020, which was lauded as a best practice example in the 2017 government-commissioned report *Thriving at work: The Stevenson / Farmer review of mental health and employers*.
- And, more latterly, co-designing L&G's *Be Well. Get Better. Be Supported.* outcomes-focused framework for its Group Income Protection proposition. This ensures integrated, person-centred support, with the notion of 'good work is beneficial for health' as the north star.

In Vanessa's new role as Claims & Clinical Development Director, she will continue to be responsible for expert commentary in the media, also at conferences and events, including as part of the Chief Medical Officer report and Wellbeing Advisory Board. Where appropriate, she will also meet with intermediaries to discuss L&G's *Be Well. Get Better. Be Supported.* proposition. And Vanessa will continue to have input into the claims and clinical philosophies, including mentoring and coaching colleagues in this area.

Vanessa and Tracey will begin working on a smooth transition in the latter part of the year.



**James Shattock, Managing Director, UK Protection, for L&G's Retail business:** "Tracey will make a fantastic Claims & Governance Director and I'd like to congratulate her, on behalf of the whole team, on this appointment. She brings extensive experience, a strong customer focus and a collaborative leadership style that will support our continued progress. At L&G, we strive to support the development of our people from within, and today's announcement represents a prime example of this.

"Vanessa has been with L&G for an incredible 21 years and has made an outstanding contribution to L&G Group Protection. We're thrilled that she'll continue to bring her expertise to the business in a new role. Vanessa has always brought a passion for the psychology of work – understanding what prevents individuals from working during periods of ill-health, and supporting them to return to 'good work' as part of their recovery."

**Tracey Bridger, Head of Claims, Group Protection, L&G:** "I'm genuinely thrilled to be stepping into the role of Claims & Governance Director at L&G. It's a privilege to lead a function that sits at the heart of our promise to customers and to be there when they need us most. I'm excited to work alongside such a talented team, continuing to build on the strong foundations already in place, and drive forward a culture of integrity, empathy and operational excellence.

"This is a fantastic opportunity to shape the future of claims and governance in a way that continues to deliver outstanding outcomes for both our customers and our business."

**Vanessa Sallows, Claims & Governance Director, Group Protection, L&G:** "It's been an honour and a privilege to lead an amazing team of colleagues in the Group Protection claims, clinical and governance area over the past 21 years; to see the area grow, develop and contribute to the success of the L&G Group Protection business. I'm pleased that I'm going to continue to be part of the L&G Group Protection business in my new role, ensuring that we continue to deliver what matters to our customers and supporting people to thrive in the workplace.

"I'm absolutely delighted that Tracey will be taking on the role of Claims & Governance Director from 1 January. I know the Group Protection claims, clinical and governance area will continue to thrive due to her customer and colleague focus. This, underpinned by her passion about doing the right thing for our vulnerable customers and the business."

**-ENDS-**



## Notes to editors

### About L&G

Established in 1836, L&G is one of the UK's leading financial services groups and a major global investor, with £1.1 trillion in total assets under management (as at FY24) of which c. 44% (c. £0.5 trillion) is international.

We have a highly synergistic business model, which continues to drive strong returns. We are a leading player in Institutional Retirement, in Retail Savings and Protection, and in Asset Management through both public and private markets. Across the Group, we are committed to responsible investing and dedicated to serving the long-term savings and investment needs of customers and society.

As at 12 March 2025, L&G has a market capitalisation of £14.1 billion.

### About our Retail division

L&G's Retail business is a leading provider of retirement and protection solutions. We aim to support our c.12.8 million policyholders and workplace members throughout their financial lifetimes.

We focus on helping the customers of today and tomorrow achieve better long-term outcomes. We use the latest technology to connect with them quickly, efficiently and wherever possible in highly personalised ways.

In 2024, our workplace pension platform served 5.5 million members, with net flows of £6 billion. We achieved record total individual annuity sales of £2,118 million and £270 million of lifetime mortgage advances (including retirement interest only mortgages). Our UK protection businesses gave peace of mind to about 6.6 million people, with our retail gross premium income rising to £1,525 million and our group equivalent going up to £528 million.

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