

Contact

davidlegher@hotmail.com

www.linkedin.com/in/davidlegher
(LinkedIn)

Top Skills

Strategic Planning

Team Leadership

Leadership

Languages

Spanish (Native or Bilingual)

English (Full Professional)

Portuguese (Full Professional)

David Legher

CEO | President | Senior Vicepresident

Miami, Florida, Estados Unidos

Summary

President and head of Emerging Markets for Prudential's International Insurance businesses, which develops, distributes and services individual life insurance, retirement and related financial security products to markets around the globe. Prudential's International Insurance segment has operations and joint ventures in 12 countries across Asia, Latin America and Africa. Previously served as regional president for Latin America, and president and CEO of Prudential of Brazil.

Extensive experience in consumer brands and insurance, having served as president of Avon's Brazil, Mexico, Central America and South America businesses. Prior to Avon, held multiple leadership roles across IT, operations, Bancassurance and M&A at Seguros SURA, a Latin American insurance company focused on life and health. Also was a member of Seguros SURA's board of directors.

Specialization in international business at EAFIT University in Medellín, Colombia, with a bachelor's degree in information systems engineering.

Additional postgraduate degree in insurance and risk management from City University Business School in London, U.K.

Experience

Prudential Financial

1 year 4 months

President, Emerging Markets Prudential International

January 2024 - Present (4 months)

Miami, Florida, United States

President - Prudential Emerging Markets Portfolio. Full P&L Responsibility and Strategic Development of the operations, Including Latin America, Asia and Africa.

Regional President Latin America

January 2023 - January 2024 (1 year 1 month)

São Paulo, Brazil

Regional President of Latin America with strategic development and full P&L responsibility for Prudential subsidiaries and Joint Ventures in the region

Administradora Americana de Inversiones S.A. (AAISA)

Board Member

July 2022 - Present (1 year 10 months)

Chile

Board Member of Americana de Inversiones - Holding Company | Pensions, Retirement and Asset Management

Colfondos S.A.

Colfondos Board Member

January 2020 - Present (4 years 4 months)

Colombia

Board Director of leading pension company in Colombia, including mandatory and voluntary pensions.

Prudential do Brasil

CEO and President

May 2019 - December 2022 (3 years 8 months)

Rio de Janeiro Area, Brazil

The CEO role has full P&L responsibility for the Brazil insurance subsidiary including strategic perspective, competitive landscape and marketplace opportunities on top of overseeing all functional areas of the Brazilian subsidiary such as actuarial, underwriting, finance, legal, human resources, compliance, information technology, risk management, and distribution / sales & marketing under a multichannel / multiproduct strategy.

Sura

Independent Board Member

July 2017 - May 2019 (1 year 11 months)

Brazil

Avon

17 years 8 months

Senior Vice President and President AVON South Latin America

November 2014 - December 2018 (4 years 2 months)

Sao Paulo, Brazil

Expanding Responsibilities to South Latin America. #1 Region on the AVON World accounting for 1/3 of the Revenue. The Region covers Brazil + 7 very diverse countries (Argentina, Chile, Uruguay, Peru, Ecuador, Colombia and Venezuela). Executive Member of Global Management Committee

Achievements

- Delivered Strong Market share again in 2016 (270 Bps) in Brazil amidst the most complex economic crisis.
- Boosted Brand Health Improvement thru a new Brand Repositioning approach leveraged by Digital, Alternative and Traditional Media.
- Modernized the Business Model thru Digital Capabilities redefining our relationship with Representatives. Positive Impact in Revenue, Service and Cost to Operate.
- Expanded Market Share in Argentina, Colombia, Peru and Ecuador.
- Fostered Strong Focus on Talent Management and Organizational Capabilities

Senior Vicepresident and President AVON Brazil

March 2012 - November 2014 (2 years 9 months)

Sao Paulo, Brazil

Head of #1 Operation in the world. Responsible for turnaround of the operation. Executive Member of Global Leadership Team

Achievements

- Lead the Business Turnaround after 2 years of decline and disruption
- Improved XXXBps of Operating Margin leveraged by Operational Excellence Implementation, SG&A Management, Pricing and COGS Optimization
- Revamped the use of capital of the company leading to a Negative Working Capital Operation
- Recognized by The Global Flame Award as 2013 Best Operation

President AVON Mexico and Central America

December 2009 - February 2012 (2 years 3 months)

Mexico City, Mexico

Expanding Responsibilities to 3rd Largest operation. Executive Member of Latin America Leadership Team.

Achievements

- Regained Home Direct Sales Leadership Position
- Delivered Highest Revenue Growth since last 8 years
- Achieved Best Operating Margin and Operating Profit in last 8 years

- Conquered Leadership in two main Beauty categories (Make up and Body)
- Awarded by The Global Flame Best Global Operation in 2011.

General Manager AVON Colombia, Peru and Ecuador
September 2004 - February 2010 (5 years 6 months)

Medellin, Colombia

Commanded the youngest cluster of AVON and the newly integrated operation. Executive Member of Latin America Leadership Team

Achievements

- Generated Revenue growth 400% from 2005 to 2009 Colombia
- Achieved Market Leadership Position coming from #2 and half of Revenue
- Lifted Peru and Ecuador Growth - Tripled Revenue in 4 Years
- Advanced Colombia Operating Margin by +XXXBps
- Boosted Top of Mind Leadership from 4% to 25%
- Mentored talented Direct Reports exported to Key AVON Operations
- Attained 89% in Associate Engagement Survey the Highest in AVON World

Marketing Director AVON Colombia

May 2001 - September 2004 (3 years 5 months)

Medellin, Colombia

Executive Member of Leadership Team and End to End Leader of the Marketing Activities

Achievements

- Promoted a 13% Brand Awareness Increase
- Sustained Increase 6% CAGR on Average Order
- Launched a successful introduction of a complete New Category (Fashion and Home Business)
- Advanced 200 Bps increase in Gross Margin
- Reduced 20%+ of Cost in Brochure Development Process
- Remodeled the Product Process reducing 46 Days of Inventory or 35%

Seguros SURA

11 years

M&A Project Director

June 2000 - May 2001 (1 year)

Medellin, Colombia

Lead Key project to engage a strategic partner to the Insurance company with 6 different operations

Achievements

- Mobilized a comprehensive team composed by Company associates, Local and Global Investment Banks, Law Firms and Actuarial Consultants
- Pursued Global Roadshow in 2 Continents
- Secured Strategic Investment with Munich Re, lasting up to date

Bancassurance Business Unit Director

May 1999 - May 2001 (2 years 1 month)

Medellin, Colombia

Leader of a New Business Model selling Insurance thru the biggest and most recognized banks in the country.

Achievements

- Strategy design for the new business model
- Accelerated CAGR 100% for 2 years
- Acquisition of 75,000 new Insurance Costumers
- Design and Implementation of a new IT Platform to Connect Banks and Insurer
- New Product Development for the Bancassurance Channel

Life and Health Insurance Operations Director

December 1995 - May 1999 (3 years 6 months)

Medellin, Colombia

Responsible for the National Center of Excellence - Life and Health Insurance Operations

Achievements

- Consolidated all Life and Health Insurance Processes from 50 Branches to 3 Centers of Excellence (Technology, Processes, Workflow, Controls)
- Reduced 15% of SG&A
- Improved Policy Issue Process turnaround from 20 days to 4 days
- Redesigned the Health Payment process from a 30+ days to On-Line
- Built from scratch the best national Network of Health Service Providers (Clinics, Hospitals and Physicians)
- Boosted Consumer Satisfaction at 93%, Highest in the Industry

IT Strategic Planning Senior Manager

October 1994 - December 1995 (1 year 3 months)

Medellin, Colombia

IT Financial Systems and Audit Senior Manager

June 1993 - October 1994 (1 year 5 months)

Medellin, Colombia

IT Financial Systems Programmer

June 1990 - June 1993 (3 years 1 month)

Medellin, Colombia

Education

IESE Business School - University of Navarra

Global CEO Program, Management · (2016 - 2017)

City University (GB)

Master of Insurance and Risk Management · (1997 - 1998)

Universidad EAFIT

Master of Science in International Business · (1996 - 1997)

Universidad EAFIT

IT & Systems Engineer · (1986 - 1992)