

Alina Pettifer

Principal - Finity Consulting

Skills & experience

Commercial lines pricing expert with experience in consulting, competitor monitoring, and underwriting agencies across general insurance. Alina can support you in ethics, integrity and compliance, critical thinking, learning and growth, initiative and drive, and commercial acumen.

Alina Pettifer is a qualified actuary and consulting leader who has built deep expertise in general insurance over more than 15 years. As Principal at Finity Consulting in Melbourne, she is a key member of the Commercial Insurance Practice, specialising in commercial lines insurance pricing and providing both strategic and technical consulting advice to insurers and underwriting agencies.

Alina's expertise spans the full breadth of commercial lines products, including Commercial Motor, Business Packages, General Liability, ISR, Medical Malpractice, and Professional Indemnity. In addition to her consulting projects, she is responsible for Finity's commercial competitor monitoring product offerings, Commercial Finesse in the direct market and Vantage in the intermediated market. This gives her comprehensive understanding of market dynamics, competitive positioning, and pricing trends across the commercial insurance landscape.

Beyond her client work, Alina takes on broader responsibilities within Finity, including team leadership, graduate recruitment, and diversity and inclusion initiatives. She participates in Finity's internal mentorship program and finds it deeply rewarding to make a meaningful impact on others' careers. As someone actively involved in day-to-day operations with comprehensive business knowledge, she is particularly well-positioned to mentor middle management professionals navigating similar roles.

Alina holds a Bachelor of Commerce (Honours), majoring in Actuarial and Bachelor of Science majoring in Computer Science and Statistics and is a Fellow of the Institute of Actuaries of Australia.

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