

## **Alasdair R. Kerr OBE**

**Born** - Glasgow 28:11:1948

Married with one son from my first marriage and two step-sons from my second wife, Ellen

**Education** – Eaglesham Primary School ,The High School of Glasgow.

Any academic achievements were outweighed by sporting achievements in which I represented the school in rugby, cricket and athletics, although the athletics were restricted to the field events where I represented the school in the Discus, Javelin and Shot Putt at the Glasgow schools sports championship and Glasgow Schools against Edinburgh Schools in the Shot Putt and Discus. I was CQMS of the School Corps.

**Career** – Joined the Glasgow Branch of the Sun Alliance and London in 1967 where I worked in the Fire, Accident ,Motor and Claims Departments until 1970 when , despite Harold Aitken’s reservations, I applied successfully for a transfer to the Personnel Department at Head Office in London as a training analyst with the objective of ensuring that Trainees in the Company had a structured career path to follow. During this period I was involved in preparing the courses and material for decimalisation and in helping to set up the Graduate Recruitment and Training programme.

Towards the end of 1973 I transferred to the Overseas Department to work in the newly set up International Section whose objective was to introduce our overseas Branches to our U.K. clients and vice-versa, albeit mainly in Europe. During this period I was elected Match Secretary of the Golf Society ,and played cricket and rugby for the company teams. Towards the end of 1974 I was appointed the City Inspector for the Overseas Department.

All this exposure to the International side of the Company and the unfortunate Political and Economic Climate in the U.K. at that time made an overseas appointment seem an attractive proposition and in 1976 I was transferred to Brazil as the Assistant Branch Manager of the newly set up São Paulo Branch. Part of my brief from Head Office was to prepare a report on the Company’s prospects in Brazil and what could be done to improve them. When, almost two years later my recommendation that a 5 million pound investment would make us the most capitalised company in the market and the benefits that would bring was turned down, I left the Sun Alliance for the Broking Community in Brazil.

A brief exposure to a joint venture of Stewart Wrightson with a local Investment Bank confirmed my thoughts about broking , but only with the right, independent type of broker.

I joined Tudor Marsh and McLennan in 1979 as an Account Executive and Assistant Unit Manager. In the mid-eighties I was made a partner in the firm.The firm was sold to Marsh and McLennan in 1995 by which time I was one of the senior partners. I left them in 1998 after the ‘merger’ with J & H and now have a small company which does some consulting work and has a system for motor premium calculations for use on the internet.

During this time I became heavily involved in the thriving ex-patriot community in São Paulo, was a member of the oldest golf club in Brazil, on the committee of the Saint Andrew Society , as President in 1981, and had become involved in the charitable side of the British Community

as well as the British Chamber of Commerce .I was Chairman of the British Commonwealth Community Council from 1989 to 1991,Secretary of the Salvation Army Advisory Committee from 1989 to 1992, President of the São Paulo Branch of the British Chamber from 1994 to 1996 and Chairman of the Chamber in Brasil from 1996 to 1997.

Other extra-curricular activities include , governor of the British School Board(1989-1991, 1996/98), Executive Secretary of SPGC (1993-1997),member of the Deliberative Committee of São Paulo Golf Club (1990-1993 and 1997 – current) President of the Membership Committee SPGC and Senior Trustee of the British Community( 1996-1998) and last but not least – a member of the first Brazilian Cricket team to beat the Argentine in their own backyard in 1978.

I was awarded the OBE in the 1998 New Year's Honours list for services to British/Brazilian Trade.

As Brazil nowadays has a much smaller ex-patriot community than when I first arrived most of my communication is done with the local community in Portuguese .