



WILLIAM ADAMS

VICE-PRESIDENT,
WESTERN AND PACIFIC REGION

BIOGRAPHY

Bill Adams has spent the majority of his career over the past three decades in a variety of capacities dealing with complex public policy issues for governments and the private sector.

He joined IBC in 2004, working as Regional Vice President in Atlantic Canada before taking on his current role as Regional Vice President for Western & Pacific Canada, with offices in Edmonton and Vancouver. Over the past 13 years he has held a central role in shaping and nurturing a healthy and competitive insurance marketplace in eight provinces, with a fixation on practical solutions that benefit auto, home and commercial insurance consumers.

Known for his collaborative and creative approach to problem solving, Bill is always on the lookout for partnership opportunities with stakeholders that create value for all involved, focusing on win-win sustainable outcomes on issues as diverse as auto insurance reform, smart regulation, financial literacy, adapting to severe weather resulting from climate change and preparing Canada for the real potential of a catastrophic earthquake.

A graduate of Mount Saint Vincent University, he also studied Business Administration at the University of New Brunswick and is an active, long-time community volunteer at the local and national levels, with particular interest in the powerful impact of mentoring in the lives of Canadian youth.