



Aside from being the CEO of Philam Life, Axel Bromley's interests include art and athletics. With painting, he is mostly self-taught, and has studied woodwork in Nepal. With sports, he specializes in fencing and high-powered rifle.

Good Life

For CEO Axel Bromley, insurance isn't just a business, but an instrument for compassion

AXEL BROMLEY, the new CEO of Philam Life, is no stranger to the international arena. The man has over two decades of experience under his belt and can speak over nine languages, his work and passion having taken him all over the world, from South America to the Middle East. But one can say that the business of insurance as a vocation truly called to him in Michigan, back when he was 23 and taking up university.

Bromley will be the first to say that he did not grow up rich, and thus had to work in order to pay for his studies. When his father and two of his brothers were caught in a vehicular accident, he feared the worst, initially believing that his studies would be compromised and that his family would

have to sell many of their things to pay for medical bills. But his father, possessing a keen sense of foresight, had invested in insurance before Bromley came of age, allowing him to finish his studies and make sure that his life wouldn't have to take a sharp turn.

Today, Bromley runs Philam Life from the top of the corporate ladder, but conducts himself differently from the average businessman. Perhaps the first thing that greets those who visit his home is a wall filled with art of his own making, ranging from wood carvings to oil paintings, the subjects of his works most being his wife and children, and memorable sights from the places he's been. Bromley, more than being a CEO, is a well-travelled man who keeps his family close. These two facets of his character, seem to point to an underlying, holistic approach to life—one that spills into the way he approaches business and insurance.

"After you travel around and really getting to know people, when it comes right down to it, we are all the same," he says. "We all care about our families, we're all worried about our jobs, we're all worried about our parents, we're all worried about the future." It's this sort of love born from a universal sense of anxiety that Bromley knows well, and allows him to conduct business the way he does.

On his business philosophy, he notes that despite his achievements, he makes this simple disclaimer: He couldn't have gotten to where he is if not for the help he was given. To him, the secret to success is not a vague virtue that he keeps to himself, but an understanding that the responsibilities he's given aren't things he can fulfill on his own. "You gotta make sure you have the right

team," he says. "And you have to make sure the right people are in the right place."

Knowing all these, it shouldn't be a surprise to anyone when Bromley says that he considers himself an artist before a businessman. In an industry whose landscape is constantly shifting, and having spent a life going from country to country, Bromley has to be creative, has to find out-of-the-box solutions, has to keep in mind that the only thing constant in life is change. And if it isn't obvious enough, Bromley knows how to accept change, and make it work.

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