

OULING LU

Head-Product Propositions

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Current Responsibility

Ouling Lu leads product development and strategy for Milliman across greater Asia Life. He helps clients develop and price new products, enhance their customer value proposition, and increase the resiliency of their insurance portfolios. Ouling is passionate about improving insurance companies' ideation and product development lifecycle to help them become even more customer-centric.

Ouling advises 360 go-to-market approaches for new product launches, where product innovation meets integrated marketing and communication and maximizes the benefit of full product commercialization.

He is also an expert and market leader in index product development in Asia and the US.

Professional Work Experience

Ouling has extensive experience in product development, portfolio management, strategy, core system transformation, marketing, and investments and hedging.

Before joining Milliman, Ouling was an Allianz Senior Leadership Group member, overseeing product innovation at Allianz Life Insurance Company of North America. He had direct responsibilities over a 15-billion-dollar product portfolio, including:

- Portfolio strategy
- New product innovation and implementation
- Inforce management and product renewal
- Go-to-market execution
- Digital enhancements across the customer journey value chain

Before his role in the US, Ouling led the global HR transformation at Allianz SE in Munich, where he was the executive in charge of finance, risk management, and overall business strategy and analytics for the global transformation program.

Before moving to Germany, Ouling was responsible for product development across Asia for Allianz and served as the country manager for the Japan entity. Later, he had double duty as the head of Products and Investments for Allianz Singapore.

Ouling possesses a unique blend of technical knowledge and

business expertise across the life insurance value chain.

He has extensive knowledge in core system migration and large-scale transformation projects across the globe. He increased the speed-to-market for new product development and reengineered the product development process for the US and the Asia Pacific from the ground up.

He has years of hands-on experience in the technical pricing of variable annuities, index products, universal life, and protection (CI/DI/LTC) products in Asia and the US, and was heavily involved in the technical aspects of new product innovation in the protection, savings, and investment market.

He holds a FINRA Series 7 license and has performed derivative pricing and investment strategy across multiple companies.

Ouling has also served in numerous global advisory roles and developed market entry strategies in North America, Asia, and Australia.

Professional Designations

Fellow, Society of Actuaries

Fellow, Singapore Actuarial Society

Member, American Academy of Actuaries

FINRA Series 7

Education

MBA, Marketing and Strategy, Kellogg School of Management, Northwestern University, Evanston IL, USA

LOMA Strategic Leadership Program, The Wharton School of the University of Pennsylvania, Philadelphia PA, USA

BBA, Risk Management and Insurance, Georgia State University, Atlanta GA, USA