

ARC Europe Appoints Bertrand Casteres as Chief Executive Officer France

Lyon, July 3rd, 2025 – ARC Europe is proud to announce the appointment of Bertrand Casteres as the new Chief Executive Officer France (“Directeur Filiale”), effective June 23rd, 2025. A seasoned executive with more than 20 years of international experience in the insurance and financial services sector, Bertrand brings a unique blend of strategic vision, operational leadership, and multicultural expertise.

Bertrand Casteres is a French national, trained actuary, and Executive MBA graduate from HEC Paris. Over the course of his career, he has led large-scale transformation and expansion initiatives across Europe and English-speaking Africa. Most notably, he served as Group CEO of MUA, a leading pan-African insurance group, where he successfully doubled profits, drove digital and operational transformation, and expanded the company’s footprint through acquisitions and integrations.

Bertrand has also held senior leadership roles at AVIVA, Generali France, and the French Insurance Association (FFSA), where he gained deep expertise in risk management, governance, and regulatory strategy. His international leadership track record and ability to align performance with purpose make him ideally suited to lead ARC Europe France through its next phase of development.

To ensure strong leadership continuity during a critical operational period, Bertrand joined ARC Europe as of June 23rd to work closely with the management team and frontline staff in preparation for the upcoming summer peak season. His early involvement will help reinforce operational performance and service delivery at a time when customer expectations are at their highest.

“We are thrilled to welcome Bertrand to ARC Europe in France,” said Willem Aal, CEO of ARC Europe Group. “His strategic insight and proven ability to deliver transformation and growth in complex environments will be instrumental as we continue to strengthen our services, embrace innovation, and build long-term value for our partners and customers.”

Bertrand Casteres added: “I am honoured to join ARC Europe in France at this pivotal time. I look forward to working with the teams to drive innovation, restore operational excellence, and deliver on our mission of reliable, high-quality roadside assistance and mobility solutions.”

Bertrand succeeds to Jean-Marc Mallard, and will be based in our premise in Lyon, France.

For more information, please contact:

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