



5 Reasons to Choose GMR for your aviation risk management bursary

AIG's expert Aviation underwriting, multinational and claims teams understand the complexities of the current and future geopolitical aviation environment, enabling us to provide global insurance solutions that create long-term value for our clients' evolving risks. Managing and reducing insured risks is important to our clients, which is why at AIG we go beyond insurance, and have partnered with GMR Human Performance (GMR) Ltd to provide risk advisory and consultancy services.

1 Expertise in Human Performance

GMR specializes in human performance, which is central to aviation safety and risk management. By focusing on human behaviour, decision-making, and all performance influencing factors, GMR helps identify areas where errors and inefficiencies may occur, which is vital for helping to reduce risk in aviation operations.

2 Integrated Risk Management Approach

Aviation risk management isn't just about technical systems and equipment; human factors play a major role. GMR's approach integrates both human and technical elements, making their solutions well-rounded for addressing complex aviation safety challenges. Their expertise helps in preventing accidents related to human error, fatigue, communication issues, and other performance-related factors.

3 Bespoke Training and Development

GMR offers tailored training and development programs that focus on real-world challenges in aviation. By partnering with GMR, you can access cutting-edge insights and practical tools that can be directly applied to your aviation risk management goals, enhancing the quality of a risk programme.

4 Focus on Safety Culture

An important element of aviation risk management is fostering a safety culture within organizations. GMR emphasizes the development of a strong safety culture, helping organizations identify risks, create strategies for improvement, and prevent accidents before they happen.

5 Evidence-Based Approaches

GMR relies on evidence-based approaches to human performance and risk management. Their work is rooted in scientifically sound research with practical applicability to aviation safety, providing a solid foundation for a risk management programme.

Collaboration with Experts

Ross Priday

A seasoned professional with 30 years of experience in the aviation sector, and a background in senior military leadership and engineering. Specializing in safety, human factors, and organizational performance and providing expert advice, incident analysis, and assessments across aviation and safety-critical industries. Additionally, he is a qualified instructor and expert witness, focusing on safety management and regulatory compliance.

Simon Mahon

An expert in human factors, error management, and safety management, with extensive experience in aviation and maritime industries. With over 30 years of practical, frontline experience and a strong focus on delivering innovative and tailored solutions, he assists clients in tackling challenges related to risk, efficiency, competence, behaviour, culture, and compliance.

GMR's expertise lies in understanding the relationship between human performance and safety outcomes, crucial for effective aviation risk management. Helping to ensure risk programmes are not only well-supported but also impactful in improving performance, reducing risk and making operations safer and more efficient.

For more information contact:

Paris Riseborough

Underwriting Manager for Airline & Deductible UK
T: +44 (0)7566 763 667 | Paris.Riseborough@aig.com

Graham Allen

International Head of General Aviation
T: +44 (0)7843 803 213 | Graham.Allen@aig.com

Calum Duncan

UK Head of Manufacturers & Airports
T: +44 (0)7725 497 668 | Calum.Duncan@aig.com

This marketing material is intended for insurance brokers and other insurance professionals for their information.

For full terms, conditions and benefits related to AIG products, please refer to the policy and associated documents.

American International Group, Inc. (NYSE: AIG) is a leading global insurance organization. AIG provides insurance solutions that help businesses and individuals in more than 200 countries and jurisdictions protect their assets and manage risks through AIG operations, licenses and authorizations as well as network partners. For additional information, visit www.aig.com. This website with additional information about AIG has been provided as a convenience, and the information contained on such website is not incorporated by reference herein. AIG is the marketing name for the worldwide operations of American International Group, Inc. All products and services are written or provided by subsidiaries or affiliates of American International Group, Inc. Products or services may not be available in all countries and jurisdictions, and coverage is subject to underwriting requirements and actual policy language. Non-insurance products and services may be provided by independent third parties. Certain property casualty coverages may be provided by a surplus lines insurer. Surplus lines insurers do not generally participate in state guaranty funds, and insureds are therefore not protected by such funds. American International Group UK Limited is registered in England: company number 10737370. Registered address: The AIG Building, 58 Fenchurch Street, London EC3M 4AB. American International Group UK Limited is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and Prudential Regulation Authority (FRN number 781109). This information can be checked by visiting the FS Register (www.fca.org.uk/register).