

Notice to Interested Parties

AIRB Organizational Changes to Support Mandate

Purpose

The Automobile Insurance Rate Board (AIRB) is issuing this notice to announce organizational changes to support the effective delivery of our mandate.

Background

The auto insurance marketplace is constantly changing, with new disruptors, demographic shifts, cost pressures, natural catastrophes and changing driver expectations. To effectively navigate this evolving landscape and better serve Albertans, we are restructuring the AIRB to strengthen our focus, enhance expertise, and improve responsiveness across key areas.

Effective August 27, 2025, we will be introducing two new Manager positions under the leadership of our Executive Director, Laurie Balfour. These new roles will lead two distinct teams, allowing for more focused oversight, improved collaboration, and greater alignment with our strategic priorities.

- ! The **Manager, Rate Review & Analytics** will lead a skilled team in regulating auto insurance rating programs, analyzing market trends, and advancing data-driven policies to ensure fair, transparent, and compliant pricing across Alberta.
- ! The **Manager of Education & Engagement** will lead a high-performing team to drive strategic communications, public engagement, and consumer education initiatives to support the AIRB's mandate and shape public understanding of auto insurance in Alberta.

This change reflects our commitment to strengthening internal capacity, clarifying roles and responsibilities, and ensuring we are well-positioned for future growth and success. The formation of two teams will also create clearer pathways for communication, accountability, and support within the organization.

We are excited about the opportunities this restructure brings and appreciate your continued support and engagement as we move forward.

Announcement

The AIRB is refining its organizational structure to reflect its core mandates of rate regulation and consumer education and adding two manager roles to support these key functions. Data remains a key pillar in achieving our mandate, as demonstrated by the addition of a new data scientist position.

Should you have any questions relating to this Notice, please contact our office at (780) 427-5428 or by email: airb@gov.ab.ca.

Laurie Balfour, MBA, CPA, CMA
Executive Director