



Romana Abdin
CEO of Simplyhealth

Romana Abdin was appointed CEO of Simplyhealth Group Ltd in 2013, having spent 13 years as an Executive Director within the Group responsible for Corporate Affairs and People. She started her career as a Barrister in London specialising in Corporate and Commercial Law. Romana believes in constantly challenging herself and left the Bar to work in industry moving from the Entertainment industry to Financial Services.

In becoming CEO of Simplyhealth Romana made a commitment to Simplyhealth's people, its customers, healthcare professionals and charities, to be bold, brave and to evolve the business building on its heritage purpose and values.