

Peter R. Morris, MBA, FCIP, CRM

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I currently serve as an expert witness in matters of property and casualty insurance. I am a senior management professional with a strong marketing and underwriting background and over 45 years of progressive sales and management experience in the property and casualty insurance industry. Prior to retiring from a full-time role in the insurance industry, I served as a Principal Broker for several Ontario-based brokerages and held a similar role for brokerages with operations in all other Provinces, with the exception of Québec.

AREAS OF EXPERIENCE

Expert Witness

- Have provided expert opinions for court actions in British Columbia, Alberta, Ontario, Quebec, New Brunswick, Nova Scotia, Newfoundland & Labrador, and the State of California.
- Recognised as an expert witness by the Ontario Superior Court of Justice and by the British Columbia Human Rights Tribunal.
- Have provided opinions in cases requiring expertise in broker conduct; misrepresentation; material change of risk; claims handling; underwriting practice; policy wordings; and wrongful dismissal.
- Have provided expert testimony at the Ontario Superior Court of Justice, at a hearing of the British Columbia Human Rights Tribunal, and at arbitration hearings under the Arbitration Act of Alberta and the Arbitration Act of British Columbia.
- Have been cross-examined on-line by opposing counsel.
- Cases that are in the public record:
 - Cassell v. Irving H. Miller Limited, 2016 ONSC 5570
 - Rogers v. Canadian Northern Shield Insurance Co. and others, 2025 BCHRT 99

Leadership

- Have supervised the operations of insurance brokerages in all provinces, except Québec, in my role as Principal Broker.
- Have managed teams ranging from 3 to 75 employees consisting of sales representatives, managers, and contract workers, achieving a low turnover rate of 5% annually while keeping within salary budgets.
- Recognised superior performance in staff and initiated promotions to supervisory and management positions.
- As the senior leader in Canada of a U.S.-based corporation, represented the company's interests to Canadian property and casualty insurance companies, brokerages, and industry associations.

Finance and Budgeting

- Have participated in the valuation of insurance brokerages as part of acquisition process.
- Accountable for the financial performance in areas such as budget planning, expense control and profit and loss.

Underwriting and Sales

- Experienced underwriter of commercial property and casualty insurance at both the insurer and reinsurer levels.
- Assisted in the development of policy wordings.
- Been responsible for managing brokerage relationships, including commission negotiations, on behalf of insurers.
- As the regional sales and operations leader of vendors to the property and casualty insurance industry, have an in-depth knowledge of loss control forms and procedures and of reconstruction cost factors.

EMPLOYMENT HISTORY

2014 – Present	Peter Robertson Morris Consulting Inc. President
2011 – 2014	Strategic Resource Consultants Inc. Vice President
2007 – 2011	MSB (Marshall & Swift/Boeckh) Vice President, Canadian Sales and Strategic Accounts
2005 – 2007	AMAC Consultants Inc. Vice President, Ontario
1998 – 2005	CGI Group (formerly Insurers' Advisory Organization) Branch Director, Ontario Division
1997 – 1998	Sales Manager, British Columbia Division
1994 – 1997	Account Executive, Prairies Division

Previous Experience:

Federated Insurance, **Marketing Representative**
 Advocate General Insurance, **Assistant Branch Manager**
 Wellington Insurance, **Territory Director**
 SAFECO Insurance, **Senior Commercial Lines Underwriter**
 Skandia Reinsurance, **Property Facultative Underwriter**

EDUCATION AND PROFESSIONAL DEVELOPMENT

Registered Insurance Brokers of Ontario (RIBO)
Until retirement from full-time work, held an Unrestricted Licence

Heriot-Watt University
 Edinburgh, UK
Master of Business Administration

Insurance Institute of Canada
Fellow Chartered Insurance Professional
 • Awarded Knollys Shield as the top graduate in Canada (Underwriting Major)

Canadian Association of Risk Managers
Canadian Risk Management Diploma

Insurance Institute of Canada
Certificate of Continuing Education

MEMBERSHIPS

- Insurance Institute of Canada
- Risk Management Consultants of Ontario

INDUSTRY INVOLVEMENT

- Past President of the Property Casualty Underwriters Club, Toronto
- Former instructor of Insurance Institute of Canada courses in Vancouver and Toronto
- Held executive positions with the Society of Fellows in Calgary and Vancouver
- Contributor to insBlogs (<http://www.insblogs.com/author/petermorris>)
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