

STUART BENSUSAN, ESSENTIALTRAVEL.CO.UK

Stuart Bensusan is Head of Sales for EssentialTravel.co.uk, one of the UK's leading holiday essentials providers. With over 12 years of hands-on experience under his belt, Stuart is an expert in the travel insurance and underwriting fields and an energetic, enterprising figure in the industry.

Born in the UK to an English mother and a Spanish father, Stuart moved to Spain, aged two. He was schooled in Spain but returned to the UK at the age of 15, where his entrepreneurial spirit flourished. By his own admission, formal education wasn't for Stuart and he took the first chance he got to bid farewell to school and enter the world of work.

What Stuart lacked in formal qualifications, he made up for in ambition, drive and sheer hard work. Aged just 16, he got his first job as a postman and soon after he was holding down two positions; an early morning milk-round and a day job driving a fork-lift truck.

When the opportunity presented itself to train as a carpenter, Stuart grabbed it, attracted by the prospect of learning a trade. He worked as a skilled carpenter for 10 years. However, just as the construction industry was beginning to show signs of slowing, Stuart was offered a job in sales at Bupa, where his brother was employed. Stuart achieved top salesman status every month for his first 18 months at Bupa. A star salesman was born.

Stuart was introduced to the underwriting side of insurance by a friend at Bupa. Ever the entrepreneur, Stuart and his friend launched their own company called Essential Health Insurance, which later diversified into travel insurance. After three prosperous years, Stuart was head-hunted by a travel insurance company called Primary Direct and relocated from Essex to Manchester, where he held the position of Business Development Manager for four different brands within Primary.

Always looking for the next exciting venture or new and improved product, Stuart soon realised that the future of selling insurance was to take it online and, with the help of Philip Jordan and Richard Hannan, Essential Travel took shape in 2001. Stuart left Primary Direct on 1 March 2002 and Essential Travel went live at 17.30 on the same day. By 19.30 Essential Travel had made its first sale and in less than six months the company

was turning over £1 million. In 2004 Essential Travel merged with Online Essentials to form EssentialTravel.co.uk.

At 41, Stuart has been married to his childhood sweetheart for 19 years and the couple have two daughters; a 13 year-old who they adopted aged two and a toddler. Stuart is heavily involved in work for Great Ormond St Hospital, a charity close to his heart due to the support it has provided for his daughter who has special needs.

Stuart is also an active member of the ATII (Association of Travel Insurance Intermediaries) which acts as the voice of industry, commenting on matters such as Insurance Premium Tax (IPT) and FSA regulation.

Stuart enjoys cooking, spending time with his family and socialising. Famous for his lively, outgoing personality, Stuart has been known to fly 24 hours for a night out!

Passionate about travel, Stuart has visited Florida, Jamaica, Africa and California and likes to spend time at his holiday home in Oliva, Spain. A huge sports fan, Stuart loves rugby, although more as a spectator than a player these days, and is a keen fisherman and golfer. A man of many talents, Stuart once came second in the Spanish under 16s fencing championship in Madrid.

Stuart's latest ambition is to become a published author so watch this space.

For further information visit www.essentialtravel.co.uk or call 0845 803 5434.

Press Information

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