# FCA Deputy Chief Executive visits Admiral's Cardiff headquarters

20 Nov 2026




Admiral was pleased to welcome Deputy Chief Executive of the Financial Conduct Authority (FCA), Sarah Pritchard, to our Cardiff headquarters this week.

Sarah met with Group CEO, Milena Mondini de Focatiis and Group Chief Risk Officer, Keith Davies to discuss developments across the insurance market and highlight how we support our customers to protect their home, car, pet and themselves when they travel.

Sarah, who was joined by FCA Board member, Anita Kimber, had an engaging discussion with Milena and Keith about the developments across the insurance market and the FCA's priorities. The conversation explored the importance of a stable and predictable regulatory environment, and how clear expectations can help firms keep insurance accessible and affordable while continuing to innovate.

The discussion also explored how artificial intelligence and emerging technologies can help deliver better experiences for customers, while emphasising the importance of strong governance, accountability and human oversight as these technologies become more widely adopted.

The meeting highlighted the importance of collaboration and working together to help deliver better outcomes for customers, including improving understanding of insurance products, supporting road safety initiatives and sharing good practice across the sector.

**FinTech Wales Roundtable**

Admiral also hosted a FinTech Wales roundtable in partnership with the FCA to bring representatives from across the fintech and financial services sectors together so industry leaders, innovators and regulators could share their experience to help continually improve the sector.

Business leaders explored how innovation, technology and regulation can work together to support growth, strengthen consumer trust and deliver positive outcomes for customers. Participants also highlighted how important it is to collaborate and discuss any challenges that they face, including the responsible adoption of AI and other emerging technologies.

The event showcased the strength of Wales' growing fintech and financial services ecosystem. As one of Wales' largest businesses and a leading employer in financial services, we are proud to support conversations that champion innovation, collaboration and sustainable growth, while helping position Wales as an important hub for financial services and technology.