

ePlacing Steering Committee gains additional perspective: Ella Stoggall (AXA XL) to represent the primary insurance sector

On a personal note

Ella Stoggall joined the Ruschlikon ePlacing Steering Committee in December 2025. In her current role, she focuses on driving the use of digital placing within AXA XL, advancing the company's digital strategy, and enhancing market connectivity to operate effectively in an increasingly digital world. She is enthusiastic about collaborating with fellow members to support the development and adoption of the global digital placing standards across the insurance industry, as well as linking these to digital accounting to remove queries and re-work.



With over seven years of experience in the insurance sector, spanning roles in project management, market connectivity, and strategic delivery, Ella has championed the digitisation of complex processes, including system migrations, digital marketplaces, and regulatory compliance initiatives. Her work has helped organisations operate more transparently and collaboratively across markets. Ella was also a significant contributor to the design, build and implementation of AXA XL's Digital Placing and Accounting platform, which was recently recognised with an ACORD Industry Vanguard Award. She aims to leverage this knowledge for the benefit of the community.

"I am thrilled to have the opportunity to join the ePlacing Steerco as the insurance industry is increasingly in need of streamlined digital workflows to enhance efficiency, transparency, and collaboration. By actively participating in this initiative, I hope to help shape standards that will drive innovation, enable seamless data sharing and operational integration across the industry, ultimately delivering greater value to clients and the industry."

- Ella Stoggall, UK & Lloyd's Market Connectivity Manager, AXA XL

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