

Company: VUMI Group, Miami, FL
Company Description: VUMI® Group is an international health insurance company offering exclusive major international medical insurance products and VIP medical services to private and corporate clients worldwide. VUMI® has operational offices in the U.S., Canada, United Arab Emirates and Latin America. Part of a global healthcare group with nearly 500 employees, we are the leading company in new IPMI sales in LATAM.
Nomination Category: Management Categories
Nomination Sub Category: Executive of the Year - Insurance
Nomination Title: David Rendall, the power behind the success of VUMI® Group



1. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 650 words? Choose one:
- Essay of up to 650 words
2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:
3. If you are providing a written essay for this nomination, submit in this space an essay of up to 650 words describing the nominee's accomplishments since 1 January 2023:

Total 636 words used.

David Rendall is the power behind the success of the VUMI® Enterprise Group. As President & CEO, David brings more than 25 years of experience in the managed care and health insurance field. He is known internationally for his track record of providing vision and decisive leadership for startups and industry-leading companies.

Under his careful stewardship, David has built a dynamic enterprise group that has grown to 10 related companies. The companies span the health care spectrum, including International Private Medical Insurance (IPMI) providers, general underwriting of employer stop-loss coverage, medical claims cost containment and a prescription benefit management (PBM) company.

A closer look at VUMI® underscores David's leadership achievements. Established in 2012, the company offers exclusive major medical insurance products and VIP medical services to private and corporate clients worldwide. This company has no bank debt and has incorporated strict capitalization policies and cost-control measures. David has ensured that private equity investments or shareholder interests do not drive the company. VUMI® can act decisively to chart a course for its future, and channel all profits back into strengthening its foundation. The company's pre-tax earnings in 2023 were USD19.6M, a strong increase compared with previous years: pre-tax earnings were USD17.6M in 2022 and USD6.6M in 2021.

One must also take into consideration the strategic way VUMI surpassed other companies in the years following the pandemic. In its aftermath, the health insurance industry faced increased competition, with the emergence of new companies, some of which lacked the necessary structure and capital to meet policyholders' needs. This instability led to the bankruptcy of one of the industry's major players in 2023.

As this crisis unfolded, VUMI® successfully integrated over 2,800 policies transferred from struggling companies in e Q1 of 2024. While this was a significant challenge, the company, under David's steady hand rose to the occasion, ensuring a seamless transition and maintaining its commitment to providing exceptional service to clients.

Over 550 employees strong, VUMI® has offices worldwide, including the U.S., Canada, Colombia, Panama, Ecuador, Dubai. A new location will open this year in Malta. VUMI® is currently the leader in the IPMI market in Latin America, and its global expansion includes:

- VUMILatina®, established in 2015 to serve Ecuador
- VUMI® Canada, established in 2019
- LRDS|VUMI, established in 2019 to serve Panama
- VUMI® Global, established in 2020 to cover the Middle East, Africa, Asia and Oceania
- VUMI Europe, establishing in 2025

David has designed VUMI® as a people-centric company providing VIP service. He has overseen the strengthening of partnerships with strategic allies, such as the Jackson Health Foundation, to which VUMI has donated in 2024 USD4M in support of the new VUMI® International Patient Reception Center at the Jose Milton Memorial Hospital at Jackson West in Doral, Florida. This new Center joins the VUMI® International Patient Reception Center at Jackson Memorial Hospital, which has been serving patients from around the world since 2015. Both facilities provide support for international patients and their families who come to the U.S. seeking top-tier medical care.

VUMI® has gained a reputation as being an early adopters of technological advances. David insists that streamlining processes and improving services is a top priority throughout all companies and departments. He believes this commitment to innovation keeps the company moving forward and contributes to improving its VIP service. Combining convenience with a focus on customer needs, the company is finalizing a new health plan to be released in just months, customizable according to the necessity and budget of each customer.

As a leader, David has created a corporate culture that encourages employees to contribute ideas for improved workflow, new processes and products. Across his companies, David fosters a corporate ethos centered on providing VIP service. The team is constantly growing, with 700 members in 2023 and over 800 employees worldwide today.

4. In bullet-list form (up to 150 words), provide a brief summary of up to ten (10) of the nominee's chief achievements since 1 January 2023:

Total 133 words used.

- A leader in international private medical insurance with new business sales of USD53 M in 2023 and USD90 M in 2024 (projected).
- ABA (Assured Benefits Administrators), a member of the enterprise group was recognized in 2024 at the Dallas 100 Entrepreneur Awards
- Expansion to Europe in 2025 (new office in Malta and the establishment of VUMI Europe to serve the continent).
- Continued growth in Latin America, with new offices in Colombia and Ecuador, and new health plans and benefits to serve Latin Americans.
- New strategic alliances with top-tier providers such as Clinica Universidad de Navarra in Spain, one of the world's top hospitals
- Debt-free company privately owned. No private equity investment or third-party capital, debt or ownership.
- Profitable every year with pre-tax earnings of USD17.6M in 2022, and USD19.6M in 2023.

Attachments/Videos/Links:

[David Rendall, the power behind the success of VUMI® Group](#)

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