

PrismaLife AG
Industriering 40
9491 Ruggell,
Liechtenstein

Telephone: +423 237 00 00
www.prismalife.com

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Press release

Stefan Opel to become the new CEO of PrismaLife AG

- ◆ Opel takes over as CEO of PrismaLife on 1 April 2026
- ◆ “To continue driving the successful growth trajectory in Liechtenstein together with the team.”
- ◆ Current CEO Holger Beitz is retiring
- ◆ Opel will continue to head BarmeniaGothaer’s occupational pension business

Ruggell, 31 March 2026. PrismaLife AG will have a new CEO from 1 April. Stefan Opel, Managing Director of Gothaer Invest- und FinanzService GmbH until 31 March, will take over the management of the company from Holger Beitz. Beitz is retiring after more than eleven years as CEO.

“I am looking forward to bringing my experience from the BarmeniaGothaer Group to PrismaLife and, together with the team, continuing to drive the company’s successful course in Liechtenstein,” says Stefan Opel. “In doing so, we will continue to focus on sustainable, profitable growth in our existing business areas.”

Stefan Opel has many years of management experience in the insurance and financial services sector. At PrismaLife’s parent company, BarmeniaGothaer, Opel has successfully expanded the occupational pension business of Gothaer Lebensversicherung AG over the past twelve years; he will continue to hold this role in parallel. Since 2018, Opel has also increased growth and earnings as Managing Director at Gothaer Invest- und FinanzService GmbH; he is handing over this role to an internal successor. Prior to this, Stefan Opel worked for more than ten years as a consultant for insurance companies, among others, at the Boston Consulting Group.

“In Stefan Opel, we are gaining a CEO who combines strategic vision with operational strength. PrismaLife operates in a promising market. The Board of Directors is convinced that Stefan Opel will continue this successful development, not least through closer integration with the BarmeniaGothaer Group,” says Dr Heinz Frommelt, Chairman of the Board of Directors of PrismaLife AG.

Along with Holger Beitz, Volker Schulz, CFO of PrismaLife, will also be leaving the company at his own request to focus more closely on topics relating to artificial intelligence and its implementation across various areas of the insurance sector. He will be succeeded by Tobias Moser as Chief Financial and Risk Officer. Moser has been working at PrismaLife as Director Legal Corporate and Chief Sustainability Officer since early 2025.

Over the past eleven years, Holger Beitz has successfully positioned PrismaLife as a provider of flexible pension products: in 2025, PrismaLife significantly increased its new business and surpluses. In its 25th year of operation, the Liechtenstein-based insurance company also impressed with a BBB+ rating from Assekurata and a Gold label for sustainability reporting in the Zielke Rating. Under the leadership of Volker Schulz, PrismaLife has consistently aligned its investment strategy with sustainability principles and has also systematically expanded the range of funds available for client investments in the sustainability segment.

“Holger Beitz and Volker Schulz have developed PrismaLife into a successful and service-oriented pension specialist in Liechtenstein for sustainable wealth accumulation. Together with the team, they have provided decisive impetus for growth and customer focus. The Board of Directors thanks them for their achievements and wishes them all the best for the future,” says Dr Heinz Frommelt.

Image material:

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About PrismaLife

PrismaLife AG celebrated its 25th anniversary in 2025. It is the leading Liechtenstein life insurance company, based in Ruggell. As a specialist in net-premium policies, the company maintains a clear separation between product and remuneration. The company manages client assets totalling around 1.7 billion euros. The investments in the cover pool are sustainably oriented. PrismaLife also offers its customers numerous fund solutions with a sustainable focus. Further information is available at: www.prismalife.com

Press contact

Dr Hubert Becker, USC
T. +49 160 5801877
hb@us-communications.com