



## **Schroders Personal Wealth strengthens leadership team as it continues to grow the business**

**26<sup>th</sup> January 2022**

Schroders Personal Wealth (SPW) has made a number of senior appointments in its marketing team as it continues to grow its presence in the market.

Sean Ingram has been appointed as Chief Marketing Officer, Ed Colyer joins as Head of Product and Propositions and Dougy Watt will be Head of Client Insights and Client Experience.

Sean will be responsible for leading the digital marketing, communications and product and propositions strategy for SPW. He will work closely with the business development and client engagement teams to drive marketing initiatives and growth strategies.

Prior to joining SPW Sean managed his own consultancy firm, where he led a team of consultants working with clients such as JPMorgan, Visa Europe, Coutts and most recently Openwork where he worked as their Marketing Strategy Director focusing on revenue generation.

Ed has recently been consulting at Scottish Widows, prior to this he was Head of Proposition and Business Development at Close Brothers Asset Management and has also led the proposition teams at Towry and Coutts. He will be working closely with the SPW's advice proposition and investment teams, developing and enhancing its proposition in the market.

Dougy was previously Head of Insight and Planning at Openwork. He has also held roles at Bank of Scotland, Royal Bank of Scotland and was a lecturer at The University of Glasgow. He will lead the creation and delivery of all client level insight, research and data science to support SPW's data driven marketing strategy. He will also be responsible for optimising the client experience via a comprehensive understanding of the needs and expectations of each individual client journey.

Sean will report directly into Mark Duckworth, Chief Executive Officer whilst Edward and Dougy will both report into Sean.

**Mark Duckworth, Chief Executive Officer said:**

*“I’m delighted to welcome Sean, Ed and Dougy to Schroders Personal Wealth.*

*Sean has a robust understanding of the wealth management and financial planning industry and has a demonstrable track record of leading marketing teams and driving strategy and growth.*

*We have ambitious growth plans for this year and Sean will be an important addition to the business as we look to increase our marketing activity this year.”*

**Sean Ingram, Chief Marketing Officer at Schroders Personal Wealth said:**

*“Our new hires join a talented marketing team and their experience and skillsets are well matched to the those in the business.*

*Edward has a deep knowledge and extensive understanding of products and propositions in the financial services sector, having worked at a number of leading brands within wealth management and investment management, including Coutts, Towry and Close Brothers.*

*At Schroders Personal Wealth our clients are at the heart of everything we do and it’s important that we understand what they want and how we can help them. Dougy’s wide experience in data led insight and understanding of client journeys will be vital in this going forward.*

*I’m excited to be joining Schroders Personal Wealth and welcoming both Edward and Dougy to our team.”*

ENDS

**For further information, please contact:**

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**Notes to Editors**

Schroders Personal Wealth is a joint venture between Lloyds Banking Group and Schroders – two of the UK’s largest names in banking and asset management.

We were created to help more people across the UK benefit from financial advice. We have the advantage of solid foundations and a strong heritage. But we take a fresh, transparent and personal approach to financial planning.

We aim to provide clients with clarity and transparency in everything we do. This includes using technology to explain how long-term financial planning can add value to peoples’ lives;

to give people access to information about their financial wellbeing, and to communicate with their adviser when it's convenient for the client. Our heritage may be 400 years old, but our approach is built for the future.

For more information visit <https://www.spw.com>

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