

27 April 2023

Nucleus expands sales leadership team by appointing Laura Barnes as Director of Business Development

In its third senior hire this month, Nucleus Financial Platforms, one of the UK's leading, independent, adviser platform groups, has appointed Laura Barnes as Director of Business Development.

This is a newly created role, reporting into Paul Bagley, Nucleus' Distribution Director. Laura starts with Nucleus on 2 May.

Laura is a highly experienced industry platform professional, with over 25 years' experience in financial services and a strong track record in leading sales and distribution teams.

She joins from Parmenion, where she was Head of Intermediary Distribution for almost three years with responsibility for sales strategy and growth. Prior to that she held senior sales management roles at Aegon, Cofunds and Axa Group.

Paul Bagley, Nucleus Distribution Director said: "It's a coup for us to hire someone of Laura's ability into this newly created role. She's a great fit for our team, bolstering our sales leadership and providing us with even greater firepower as we invest in building the leading retirement focused adviser platform in the UK.

"She's well known and respected across the industry, and her significant platform knowledge, experience in understanding advisers' needs, and proven ability to develop and inspire high-performing teams, will help us keep our growth plans on track.

Laura Barnes incoming Director of Business Development added: 'I'm thrilled to be joining Nucleus at this exciting stage of its growth. This is an ambitious and innovative business with a clear strategy that's clearly working as it transforms into one of the scale leaders in the sector.

"I've been incredibly impressed with the passion, innovation and commitment to financial advisers shown by Nucleus, and I'm very much looking forward to working with such a talented and professional team to deliver a great platform experience for advisers."

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About Nucleus

The Nucleus Financial Platform Group offers investment platforms that help make retirement more rewarding. Our two platforms are run exclusively for financial advisers, with over 160,000 UK customers.

Renowned for its SIPP expertise, James Hay Partnership has been working with larger financial advisory groups for more than 40 years, providing the means to administer pensions, savings and investments in a cost and tax efficient way.

Our award-winning platform Nucleus was acquired by James Hay in September 2021. It was founded in 2006 by advisers committed to altering the balance of power in the industry by putting the customer centre stage.

Nucleus is the name of the combined business and together it's already one of the UK's leading, independent, adviser platform groups, with approximately £43.5 billion* in assets under administration.

To find out more visit: www.nucleusfinancialplatforms.com

* Source: the lang cat Platform Market Scorecard Q4 2022