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Nucleus appoints Craig Metcalf as Strategic Account Director

Nucleus Financial Platforms, one of the UK's leading, independent, adviser platform groups, has appointed Craig Metcalf to its sales team in a newly created role as Strategic Account Director. He will report into Paul Bagley, Nucleus' Distribution Director.

He's the second new senior hire into Nucleus' sales team in the last two months following the appointment of Laura Barnes as Director of Business Development.

Craig is an experienced sales leader with unrivalled experience working in both investment management and distribution over the last 20+ years. He joins from Canada Life Asset Management where he was Head of Strategic Alliances responsible for leading the advisory distribution team. Prior to this he spent 5 years at Aberdeen Standard Investments as 3rd Party & Major Distribution Director and has also held senior roles at AXA Elevate and Cofunds Ltd.

Craig originally moved to the UK from Canada in 1998 as a professional ice hockey player playing for Chelmsford Chieftains in the English Premier Hockey League.

Paul Bagley, Nucleus' Distribution Director, said: *"I'm delighted that we've been able to attract someone of Craig's calibre to our sales team. He has a proven track record in managing key relationships to ensure the adviser view is central to strategic thinking and development, so he'll be a great addition to my team."*

"Our ambition is to grow so we have the scale and profitability to continue investing in our products, service and price. Key to this is the ability to recruit the right talent. Craig's experience of working closely with advisers will help guide us to invest in what's important to them, so together we can help their clients have a more rewarding retirement."

Craig Metcalf, Nucleus' Strategic Account Director, said: *"Joining Nucleus was an easy decision, and a really important step in my career, at this exciting time in its journey. The business is growing at pace and building scale and is clearly committed to building a market leading retirement-focused platform. I'm looking forward to getting my sleeves rolled up and working with Nucleus' strong adviser base to ensure great outcomes for their clients."*

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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 £44billion* in assets under administration.

To find out more visit: www.nucleusfinancialplatforms.com

* Source: the lang cat Platform Market Scorecard Q1 2023