Nucleus strengthens its communications team

Nucleus, the adviser built wrap, today announced a strengthening of its communications division with the appointment of four new members.

Alan Connor will take on the newly created position of digital marketing manager and will be responsible for developing Nucleus’ digital marketing strategy. He comes from the Royal Bank of Scotland where he worked for over ten years. He brings with him a wealth of digital experience, having worked on the Bank’s intranet, corporate website and social media accounts during this period.

New operational communications manager Tommy Alexander joins Nucleus from Scottish Widows where he was technical communications manager. He will assume responsibility for the development and delivery of all operational communications relating to platform and service developments and will be responsible for all client communications.

Stacey Burr has been running her own graphic design business for almost three years from Cape Town, South Africa. Having recently moved to the UK, she will take up the newly created position of Graphic Designer. She will take responsibility for creating impactful and original designs for Nucleus, which already has an excellent reputation for delivering quirky and unique marketing campaigns such as the recent, tongue in cheek, ‘Wrap Wars’ campaign.

Shona MacDonald completes the communications jigsaw and will join the team from November as PR and content manager with responsibility for developing in-depth analysis, commentary and thought leadership on the industry issues important to the day to day running of Nucleus’ users businesses. Shona joins from Editions Communications, a specialist communications agency responsible for developing content for a number of financial services firms. Shona was responsible for editing and publishing ‘Argent’ magazine on behalf of the Financial Services Forum and the ‘Chartered Banker’ magazine on behalf of the Institute of Bankers.

**Garry McLuckie, communications director at Nucleus, said:** “These appointments represent our continued investment in the communications team at Nucleus, which will help to further build and support the Nucleus community. Collaboration with the community is central to pretty much everything we do and our goal is quite simply to keep enhancing the way we communicate, what we communicate and the effectiveness of our communications. We’re bringing in some seriously experienced individuals and this can only improve the overall quality of what we do and how we support our users whether it’s CPD events and training, thought leadership or the ever-developing digital, mobile and social space.

Earlier this year, the adviser-built wrap announced the business’ best ever half-year performance, following its biggest ever technology upgrade which will deliver significant performance improvements for advisers using the platform.

- Ends -

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About Nucleus

Nucleus is a wrap platform founded in 2006 by advisers committed to altering the balance of power in the industry by putting the client centre stage.

Since then Nucleus has established itself as a major force for change. It is now one of the UK’s fastest growing platforms and the meeting point for more than 400 adviser firms seeking to create better customer outcomes.

As at 30 June 2014 assets under administration on the platform were £7.16bn.

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