

**Sesame Bankhall Group Ltd**

Registered Office: Pixham End, Dorking, Surrey RH14 1QA

Registered in England No. 3573352

[www.sesamebankhall.co.uk](http://www.sesamebankhall.co.uk)

## PRESS RELEASE

### **Sesame Bankhall Group appoints George Higginson as CEO**

- ***Ivan Martin to remain in full time role as Executive Chairman***

Sesame Bankhall Group has today announced that Chief Operating Officer George Higginson has been promoted to Chief Executive Officer, subject to approval by the Financial Services Authority. George will take on a wider remit with responsibility for driving forward group operations.

Ivan Martin will continue in his active full time role as Executive Chairman of Sesame Bankhall Group, working closely with George to provide oversight of group activities, particularly in relation to the financial control and strategic development of the business.

George will take on greater group responsibility for regulatory and operational activity. Risk Director Michael Couzens and Lisa Winnard, Director of HR and Development, will now report into George. Finance Director Paul Hooper will continue to report into Ivan.

Sesame Bankhall Group's Executive Chairman Ivan Martin said: "Through tough market conditions our group has remained strong and successful. This is enabling us to invest in exciting new services to help our members and customers to prosper in the future. In his first year with the group George has been integral to developing our future strategy and driving the business forward. I will continue to work closely with George and the team to ensure that we leverage our scale and consolidate our position as the UK's leading provider of adviser support."

George Higginson, Chief Executive Officer, commented: "These are exciting times and I am proud to be leading such a strong and experienced team of people. Our profession is evolving and so are we. In the face of ever-increasing regulatory standards, we are helping advisers to trade efficiently and responsibly. We are striving to improve and expand our range of services to give advisers all the options they need, so that firms can choose and blend the support that suits their business and their clients, whatever their business model. We will make sure that our customers are in the strongest possible position post-RDR and will help them to secure a successful long-term future."

- Ends -

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**Notes to editors**

During the course of this year Sesame Bankhall Group has announced a series of investments in its technology infrastructure and in new services.

The group has rolled out its Sesame One and Bankhall One investment platform support services; along with its Compliance Insight platform to help members better manage their regulatory risks; plus a new online learning management system to boost training and development support; and an automated customer feedback system called TCF Centre.

Other initiatives include the opening of The Financial Adviser School, the launch of Sesame Bankhall Valuation Services and Sesame Bankhall Legal Services. The group also announced recently that over 1,000 advisers are now using its new Zenith protection panel.

***Sesame is part of Sesame Bankhall Group, which operates three distinct distribution brands:***

- Sesame is the UK's largest appointed representative (AR) network with 1,400 member firms.
- Bankhall is the market-leading support services business for 1,900 directly regulated IFA firms.
- PMS operates the largest mortgage club for directly regulated mortgage brokers in the UK.

Services provided include compliance and regulatory support, access to one of the UK's most comprehensive training and development programmes, in-depth product research, preferential PI terms and access to the latest technology to enable advisers to write business more efficiently.