

August 18, 2015



British Friendly names Iain Clark as Marketing and Distribution Director

British Friendly Society is delighted to announce the appointment of Iain Clark in the new role of Marketing and Distribution Director. Iain comes to British Friendly from LV=, where he served as Managing Director for Protection. Previously, he also held sales director roles at both Legal & General and PruProtect.

British Friendly Chief Executive Mark Myers said: "Iain comes to British Friendly with an excellent track record of success as well as a wealth of experience, ideas and energy. He has played a pivotal role in the shaping of the UK protection industry over the last twenty years and we are delighted to welcome him on board."

Iain Clark, said: "Friendly Societies have a huge role to play in the protection market. British Friendly has a well-deserved reputation for paying claims and looking after their members. I am really looking forward to working with the team at British Friendly and financial advisers in the industry to drive growth, diversify and maximise the business to its full potential. We have ambitious plans to build upon the already strong foundations of the business and to introduce innovative products and processes which will entice both existing and new customers to expand their portfolio with us."

Iain Clark will begin working at British Friendly on September 1, 2015.

Emma Thomson, Life Office Relationship Director at LifeSearch, said: "This is a real game-changer for British Friendly. Iain Clark is one of the most knowledgeable and well respected sales directors working in the protection sector today and his appointment represents an important milestone in British Friendly's history."

Mark Dennison, Owner at LightBlue UK, said: "Iain's track record in the protection arena is second to none and this is a seriously impressive appointment for a small company like British Friendly. It will be very interesting to see how the business develops over the next few years."

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About British Friendly

Founded in 1902 to provide sickness benefits for Commercial Travellers, British Friendly has over a century of experience of “being there when our members need us most”. Based in Bedford, British Friendly is one of the larger UK Friendly Societies with £90m in assets. As a mutual we exist solely for the benefit of more than 17,000 members and have no shareholders to whom we need to pay dividends. Mark Myers was appointed as Chief Executive in July 2010 to implement the strategic change programme agreed by the Board. Mark has 27 years of financial services experience including 22 years with Lloyds TSB in Sales and Marketing roles, latterly as Retail Sales Director. He then joined LV= in 2005 as Distribution Director and also Chief Executive of LV=’s in house IFA.

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