

# Press information

**09 August 2010**

## **Nucleus names communications manager**

Nucleus, the IFA-owned and controlled wrap platform, has appointed Mike Johnston to the position of communications manager.

Mike joins Nucleus from Bailie Gifford where he worked as a marketing consultant. Reporting directly to communications director Rebecca Christensen, Mike will be tasked with ensuring that the team has an active and enthusiastic community around each of its audiences.

He will also be directly involved in developing the business's social media strategy, and have a strong focus on communications to the participating IFA firms

Commenting on the appointment Rebecca said:

"Mike joins Nucleus at a very exciting time with lots of new developments and initiatives taking place in and around the business. As part of my team he will play an instrumental role in ensuring those initiatives are communicated effectively to the rapidly growing number of advisers using the platform."

-Ends-

**For further information please visit [www.nucleusfinancial.com](http://www.nucleusfinancial.com) or contact:**

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### **Notes to editors:**

#### **About Nucleus**

Nucleus Financial Group is an online wrap based business platform.

Nucleus was founded in 2006 by a number of high quality IFAs who shared a commitment to create a market where advisors have the infrastructure and desire to place the client centre stage.

Since foundation Nucleus has established itself as a major force for change in the market. It is now a community of IFA businesses who through ownership and control of the business process seek to create a better customer experience.

The management team is led by David Ferguson chief executive, and offers extensive experience across all areas of the UK retail financial services market.