

# Press information

13 April 2012

## **Nucleus hires new IFA Communications Manager**

Nucleus, the IFA-owned and controlled wrap platform, has expanded its communications team with the appointment of Faith Liversedge to the newly-created position of IFA Communications Manager.

Faith's appointment follows a prolonged period of growth for the business, which has seen the platform exceed £3.8bn AUM and welcome its 100<sup>th</sup> member-firm.

Faith joins from Bright Grey having spent four successful years within their communications team in the role of Marketing Consultant where she was responsible for print, digital, and sales campaigns. Previously, Faith held similar roles at Prudential and Standard Life, where she supported the promotion of the Standard Life Wrap.

Reporting directly to Rebecca Christensen-Rennie, Communications Director at Nucleus, Faith will be responsible for managing and producing content for adviser-focused marketing campaigns to support Nucleus' engagement with adviser firms. Her appointment follows that of Lisa Breslin and Terry Huddart who both joined the communications team last year as Communications Manager and Technical Communications Manager respectively.

Commenting, Rebecca Christensen-Rennie says: "As an experienced communicator with a wealth of knowledge and understanding of the adviser industry, Faith is a valuable addition to the team and will play an important role in our adviser-engagement programme."

-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.

On 3rd February 2012, Nucleus announced it broke the £3.5bn AUA barrier and its IFA-firm total reached 100.

<http://www.nucleusfinancial.com/>