
Press information

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Nucleus appoints new client relations director

Nucleus, the adviser built wrap, has announced the appointment of Adam Baker as its new client relations director.

Baker, who formally joins the business on 2 February 2015, will be responsible for the management of the client relations team. He will report directly to Nucleus managing director, Stuart Geard.

He joins Nucleus from platform provider Transact, where he held various client-servicing roles over a 14-year career there latterly as head of client servicing, managing a team of over 150 people and servicing over 110,000 customers.

Baker's appointment follows the recent strengthening of the client relations team at Nucleus, with the recruitment of five new client relations managers increasing the number of staff to 30.

Commenting on the appointment, Nucleus Founder and CEO, David Ferguson, says:

"I'm delighted to welcome Adam to the Nucleus team. We have long been public admirers of Transact, who are without doubt industry leaders in client servicing. Adam has been with Transact pretty much since the beginning and has played a pivotal role in positioning them as the acknowledged benchmark for platform servicing.

"Adam is our third senior management hire in as many months and reflects our ongoing commitment to seek out and invest in the very best talent available. The fact we have been able to attract such high-calibre individuals is a great reflection of the strength of the Nucleus business which has been created by the team over the past eight years.

"With a refreshed management team now in place, including the recent appointments of CFO Doug Heron and CTO Andy Smith, we're starting 2015 in an exciting position with our first £2bn year behind us, through the £8bn AUA milestone and in better financial health than ever before. There are many opportunities to be grasped this year, particularly given the sweeping retirement reforms expected later this year."

Adam Baker comments:

"To be joining Nucleus as client relations director is an exceptional opportunity. Along with Nucleus' ethos of client-centricity and transparency, I'm very pleased to be joining the business as it continues on its considerable growth in assets since launching eight years ago. Working with the dedicated client relations team, my goal is to further strengthen the valuable support offered to those advisers and clients who make up the Nucleus community."

- 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 28 December 2014, assets under administration on the platform were £8bn.

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