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# Press information

13 July 2018



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## Nucleus appoints Ann Flynn as head of platform marketing

Nucleus, the adviser-built wrap, has hired financial services marketing expert Ann Flynn as head of platform marketing.

In her new role Flynn will be responsible for leading the planning, implementation and measurement of all platform, product and brand related marketing and communication, as well as being involved in new product design and change initiatives in order to effectively communicate these to adviser users and the wider market.

Flynn joins Nucleus from Legal & General Investment Management, where she was most recently head of financial wellbeing for the DC pensions business. She has over 20 years' experience in financial services and has previously led the corporate marketing teams at Standard Life and Scottish Widows where she was instrumental in the design and launch of the corporate platform.

Flynn will report into communications director Garry Mcluckie.

Commenting on her appointment, Ann Flynn said: "Nucleus is such an innovative company when it comes to its communications strategy, often daring to be different in order to engage effectively with advisers. It was a no brainer to join a company that takes its client relationships so seriously.

"The platform market is constantly evolving and adapting so it is important that we communicate effectively with our adviser users so they can build their businesses and promote the value of advice. Marketing and communications are so important in supporting understanding of our innovative product and platform developments and wider industry changes and I can't wait to help shape how advisers perceive and interact with Nucleus."

Garry Mcluckie, communications director at Nucleus, added: "It is testament to the strength of Nucleus that we have been able to bring in someone of Ann's quality and experience. I know she will be influential in building and maintaining great relationships with platform users through the delivery of our communications strategy and am certain she will make a real difference to the team.

"Nucleus is going through an exciting period of growth just now and we believe a hire like this will only strengthen our proposition and allow us to reach a wider audience, all while maintaining the culture we have worked so hard to build."

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

Gregor Dickie, MRM – 020 3326 9918 / 07471 350 286

### 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 in total seeking to create better customer outcomes.

As at 31 December 2017, assets under administration on the platform were £13.6bn.

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t: @nucleuswrap

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