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## **NOVIA BOLSTERS SALES FORCE WITH TWO NEW APPOINTMENTS**

Novia, the sophisticated online wealth management solution for advisers, today announces the appointment of two Regional Sales Managers to join the expanding sales team. Julie Reilly and Chris Whittingham will take up their roles in May reporting into Paul Boston, Sales Director. Chris will be responsible for the south eastern counties area and Julie takes up a position in Northern Ireland, the appointment of Julie follows Novia's agreement to expand its reach beyond the UK mainland to include Northern Ireland. These appointments bring the sales team to ten and follows Novia's 44 new recruits to the business this year.

Julie Reilly has over 20 years experience in the Life and Investment Industry, including the most recent 13 years as Executive Consultant with Zurich Intermediary Group . She achieved top consultant in 2007 and qualified for 10 overseas conventions, she also achieved membership to the top achievers millennium club. In addition to this role, Julie also was a valued contributor to the shaping, development and marketing of Zurich's Proposition.

Julie's early career roles in Adviser Support, Administration, Sales & Marketing, Compliance, and as a Financial Adviser provided her with invaluable experience within the financial services arena.

Julie said of her appointment: " I am delighted to be working at Novia, I have been really impressed by the calibre of people running and working at this innovative and independent proposition. The high service delivery ethos, a key component of the Novia business, provides supporting IFAs with a superb investment admin system, efficiencies in costs and fully supports the regulatory requirements for IFAs under RDR and TCF, providing investment solutions for all types of client, and helping drive efficiencies in advisers business models"

Julie lives with her husband and two children, and is a keen Ulster and Ireland Rugby supporter.

Chris has been in Financial Services for over 35 years. The majority of this time having been spent at Zurich, with five years working at Axa. He has experience in both sales and sales management.

Chris Witthingham said of his appointment "I believe that when the RDR becomes reality in 2012 there will many opportunities for IFA's. Novia is well placed to help advisers position their business to deliver an enhanced client proposition with rising fee income and reducing unit cost through the use of technology. I am very much looking forward to working with Paul and the Novia team to continue to build this exciting and innovative business"

Chris is married with two children, his interests include formula 1, football and running. Chris lives in Warlingham Surrey

Paul Boston, Sales Director said: "Both Chris and Julie have superb proven track record in their previous positions and we are really delighted to have them on board, their knowledge and experience will be a great asset to our sales team and will help to drive our growth as we continue to expand our business. The expansion into Northern Ireland is also an exciting development for us as we have seen a real demand for the services that Novia offers from the Advisers based there. As the business continues to grow we are still actively recruiting for a number of positions and expect to be able to announce additional appointments in the coming weeks"

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