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FOR IMMEDIATE RELEASE

## **NOVIA LAUNCHES NEW ACCOUNT MANAGEMENT TEAM AND ANNOUNCES NEW HIRE – DOT ROSE**

Novia, the online wrap platform today announces that Dot Rose will be joining the team to head up the newly created account management team. Working alongside the highly successful customer services and implementation team and reporting in to Sales Director Paul Boston, Dot joins the Novia team from AXA Life Invest where she was the UK Sales Support Manager.

Dot has over 30 years of experience in customer services beginning her career in financial services with Commercial Union. She spent 7 years working with AEGON in the Bristol Sales office working as the Sales Support Manager before joining AXA Life Invest in 2014 where she was brought in to set up the UK Sales Desk, with the key responsibility of implementing a Sales Trainee programme and a Pre - Sales customer support team.

The new account management team has been set up to further develop and manage relationships with existing Adviser firms. This will provide an on-going personalised service proposition. The team is targeted with hiring a number of new account managers over the coming months.

Dot Rose said of her appointment to Novia: "This is such an exciting time to be joining Novia Financial, the Novia platform is ideally placed to offer advisers and their clients an enormous and diverse range of investment solutions, market leading analytics and first rate investment tools. Novia also has a strong reputation in the market for first rate customer service so I am very much looking forward to the challenge of supporting this in the newly created role"

Rose continued: "I have worked with Novia in the past when I was working with AEGON and was always very impressed with the management structure, non-hierarchical teams and can do attitude"

Paul Boston, Sales Director at Novia said: "Dot is exactly the right person to lead this newly formed account management team. Her extensive experience in customer service and real understanding of the platform market makes her an ideal candidate. Working alongside the implementation team, these new account managers will provide personalised support helping to boost adviser and investor outcomes."

Novia Financial is currently recruiting for a variety of roles based in Bath.

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## Notes to editors:

Novia Financial plc launched to market in October 2008 to provide a comprehensive wealth management service or 'full wrap platform' for investment Advisers and their clients and now has approximately £4.2bn worth of assets under administration. Novia provides a transparent pricing structure as well as access to a wide range of product wrappers, an all-encompassing suite of portfolio management tools, and access to an extensive range of investments including direct equities, traditional authorised funds both onshore and offshore, exchange traded products such as ETFs and ETCs, alternative investments such as hedge funds as well as Cash Deposits, Structured Products and an integral Cash Facility.

The core operating system is provided by Australian-based GBST that has been developing software solutions for fund administration and financial services since 1996, and for wrap solutions since 1999. GBST include more than 60 of the world's leading banks, stockbrokers and fund managers on its systems. In 2015, it reported a 16% increase in revenue to AU\$114.3 million and an EBITDA improvement of 20% to AU\$24.5 million. The comprehensive suite of portfolio management tools is powered by Financial Express that also provides the data for the platform.

The Novia team, based in Bath, is led by Bill Vasilieff - joint cofounder of Selestia. Novia, as an independent proposition, has substantial financial backing from a combination of private individuals and corporate organisations. The board is chaired by Sir Anthony Cleaver (former Chairman and Chief Executive of IBM in the UK). Other members include John Beaumont, non executive, who has held a number of non executive roles in major public organisations and several technology startups, David Royds (non executive and investor) Ex-Chairman of Matrix group, Bill Vasilieff, Novia's CEO, and Paul Parry, Novia's CFO. Novia Financial plc is authorised and regulated by the Financial Conduct Authority (Reg. No. 481600).

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