**MARK HUGGINS**

**LJE Consultancy Ltd**

**Assignments**

Working as an independent Consultant in the Financial Services sector, focused on Consumer Finance and Insurance. Providing expertise to PE, Loan Brokers, Insurers, Retail Brands and Charities. Current projects include/have included:

* **Admiral plc** - Founding NED of Admiral Financial Services, a wholly owned subsidiary of Admiral Insurance plc *(current)*
* **Goldman Sachs** – Consultant to Goldman Sachs on entry in to the UK retail consumer finance market *(current)*
* **Major UK charity** – Consultant to a major charity on its general insurance programme *(current)*
* **My Community Bank** – Advisor to MCB re. its growth, distribution and credit risk strategies
* **Pollen Street Capital** - Consultant to PSC (PE house behind Shawbrook Bank, Freedom Finance and Honeycomb)
* **RAC** - Consultant to the RAC on its entry in to the UK FS market
* **Covea/Sterling Insurance** – Developed and launched standalone misfuel insurance policy
* **NSAFS** - National Board Director of the National Skills Academy for Financial Services (a voluntary role)
* **Honeycomb Investment Trust Finance plc** - Founder NED for an Investment Trust focused on the UK secured and unsecured lending markets

**Areas of Expertise**

1. **Third Party Commercial Management**

* Managed the tender process that lead to St Andrews Group (HBOS) underwriting MBNA Europe’s creditor business, generating 10% increment to bottom line
* Managed numerous other tenders (e.g. AA’s Life, PA, Travel insurance programmes)
* Currently managing tender process for a UK charity’s insurance programme

1. **Profit maximization**

* Grew MBNA’s creditor book from £100m to £250m over 4 years (01-05) and 1.1m to 2.2m customers whilst increasing net margin by 10%
* Delivered £3m+ bottom line profit by renegotiating AA’s Life, Travel and PA Insurance Programmes
* Merged AA and Saga FS businesses and Exceeded plans and grown EBITDA by 61%, 17% CAGR (£14m).

1. **Business Network Introductions**

* Well-developed network across retail banking, consumer finance and insurance sectors, PE and major UK retail brands.

1. **Set up and management of Financial Services businesses**

* Set up and ran Royal Insurance’s National Broker business (Personal Lines)
* Negotiated and delivered the AA FS JV with Bank of Ireland UK, launched August 2015 to promote credit cards, loans and savings products, plus prepaid and life insurance
* Merged and managed Acromas Financial Services (The AA’s and Saga’s financial services businesses). Product managed included: Savings, Credit/ Prepaid Cards, Life Insurance, Loans and Loan brokerage, Share Dealing, Equity Release, Annuities, Long Term Care, Financial Planning, Commercial, Travel, Pet Insurance.

1. **Senior Operational and Transformation Management**

* Directed and owned full Balance Sheet/P&L businesses and all operational functions, e.g.:
  1. MBNA Insurance - £250m turnover, 2.2m customers, 100 FTE;
  2. MBNA Consumer Finance - £2bn in outstandings, 450 FTE inc. call centre;
  3. AA Financial Services £1.2bn outstandings, £4.0bn savings’ deposits, 200 FTE
* Set up the AA’s Business Transformation Plan (2015) defining strategy and plans across IT; People; Premises and Stakeholders

**Career Summary**

February 2016 to April 2018 Director/MD Personal Loans **Fluent Money Group**

October 2015 to date Consultant, Financial Services **LJE Consultancy Ltd**

November 2014 to Sept 15 Business Transformation Director **The AA**

April 2014 to Nov 2014 Managing Director, AA Ventures **The AA**

Jan 2014 to Nov 2014 Director, Product, The AA **The AA**

May 2011 to April 2014 Managing Director, Acromas Financial Services Ltd **The AA and Saga**

August 2009 to May 2011 Director, AA Financial Services Ltd **The AA**

August 2007 to August 2009 CEO, AA Personal Finance Ltd (AA/HBOS JV) **AA Personal Finance**

August 2001 to April 2007 Director of Consumer Finance and Business Lending **MBNA Europe**

Director of Insurance **MBNA Europe**

Aug 99 to July 01 Strategy Manager, Sales and Marketing, CIS **CIS**

1995 to 1999 UK Sales Manager, Schemes and Affinities **RSA**

1988 to 1995 Various sales, marketing, strategy and **Eagle Star**

underwriting roles

**Other**

FSA/FCA Approved person for last 16 years, having held CF1,2,3,17,29 and insurance mediation approvals

Trustee of the National Skills Academy for Financial Services, voluntary role, 2012 to 2016

Chair of the AA Charitable Trust, 2015

Trustee, MBNA Pension Scheme, 2003-2007

**Qualifications**

**UNIVERSITY COLLEGE, LONDON UNIVERSITY BA (Hons)** History

**LIVERPOOL BUSINESS SCHOOL** Postgrad Diploma in Marketing Management (**DipMM**)

Diploma of Market Research Society (**DipMRS)**

Member of Chartered Institute of Marketing **(MCIM)**

Chartered Institute of Marketing Diploma **(DipM)**

**WORK STUDY**  Associateship of the Chartered Insurance Institute (**ACII**)

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