Robin Willison 07711 218636 robinwillison@yahoo.co.uk

Experienced NED (Senior independent Director & Chair of Rem Co) and accredited Executive Coach with a background in senior financial services leadership over 30 years.

As an executive, led the development and delivery of significant customer-facing strategies in a major retail bank and fast growing mutual. Particular expertise in strategy, distribution (intermediated and D2C), retail & commercial lending and risk management.

Recognised as an effective leader and team-player who delivers commercial success through strategies and behaviours rooted in strongly customer-focused and ethical values.

Over 10 years experience as an FSA/FCA Approved Person in Lloyds TSB and LV= including as subsidiary CEO. Currently SMF14 (SID) and SMF12 (RemCo Chair) at British Friendly Society Ltd. Past experience as industry representative at Link (Board member) APACs, ABI and ILAG.

Roles and Achievements

Portfolio (April 2014-Present)

- NED, British Friendly Society, from June 2017 and appointed Senior Independent Director in 2019. Chair of Remuneration Committee and member of Risk & Investment and Nominations Committees.
- Strategic consultancy and interim management engagments including: Beverley Building Society, Coop Bank (Treasury), One Family, British Friendly, Holloway Friendly and TPAS.
- Executive and team coaching following training and qualification as an Executive Coach at the ICF and EMCC accredited Academy of Executive Coaching (AoEC). Associate of LHH Penna. Over 200 hours of coaching experience.
- Leading a team to formulate and execute a leadership and succession strategy for a nationwide network of churches – ongoing 3 year programme.
- Director (past-Chair) of the UK Board of an international leadership development charity, DAI, who train over 30k individuals in the majority world each year.

Garden Leave (October 2013-March 2014)

- Wrote and published an Amazon best selling book on being a Dad.

Executive - LV= (July 2006-September 2013)

- **2011-2013: Head of Direct Sales and Operations**

  Brought together disparate direct sales and operations teams to form a single business unit, supporting an ambitious strategy to position LV= as a Top 3 UK Life Company D2C (digital and phone) operation. Latterly represented this business at the Life Company Executive Committee. Built a diverse and effective network of contacts across the supply and demand side of the industry; recognised as a leading thinker and implementor of D2C digital Life Pensions and Investment initiatives including advised propositions.

- **2006 – 2010: CEO and Director, LV Financial Advice Services Ltd**

  Initially as an interim appointment, directed the Life Pension & Investments advice sales business encompassing IFA and Own Product (Tied) operations, telephone and field based together with operational support. Chief Executive of the relevant subsidiary company board. Project managed the successful sale of the IFA business to Lighthouse Group in 2007. From 2009-10 led the cultural and commercial transformation of the protection broker sales-force increasing market share by >20% in 2 years whilst maintaining oversight of the D2C business.

Executive - Lloyds TSB (September 1981-December 2005)

- **2004-05: Planning & Operations Director, Branch Network**

  Directed the operations and planning functions within the retail branch network (2000 branches, 23000 staff) reporting to and deputising for the Director, Branch Network. Responsible for agreement and ongoing monitoring of Branch P&L through 16 Area Directors nationwide.

  Led central support services to manage annual cost budgets of £700m – Change 'Gateway' and Implementation, Risk, Customer Service monitoring & management, Complaints, PR & Communications, Resourcing, Process Efficiency, Premises, Performance Management & Appraisal, Cost management. Prime interface for HR, IT, and Finance business partners.

- **2003-04: Regulated and Regional Director Lloyds TSB**

  Directed the relationship between Scottish Widows and Lloyds TSB before leading advised bancassurance distribution as National Sales Director of the regulated sales force (1200 advisers). At the same time assumed line management of 3 Area Directors (25% of branch network) overseeing 5000 staff and c.450 branches.

- **2001-02: Head of Retail Distribution Change Implementation (Branches & ATMs)**

  Responsible for the implementation of change in the Branch Network and ATM channels as a member of a senior retail distribution team accountable for the delivery of a multi-channel strategy.

- **2000-01: Group e-Commerce Strategy Director**

  Responsible for the development of retail bank e-Commerce strategy and programme management of a group-wide e-Commerce investment portfolio of £150m. Developed a unique retail digital sales strategy leveraging the existing internet bank.

- **1981-2000: Early Career**

  Progressed through a wide range of roles to senior management developing deep experience of retail, commercial and corporate banking . Latterly responsible for operations of the national ATM network including Year 2000 switchover. Board Member of LINK Interchange and member of APACs Committees.

Education & Personal

- **1978-81**: Geography BA (Hons) – 2:1 Durham University
- Associate of the Chartered Institute of Financial Services and longstanding member of the Cornhill Club (senior financial individuals from the financial services industry) until 2016.
- Married with 4 grown-up children and nine grandchildren. Enjoys sport and music.
- Active over many years in various voluntary community activities: School Governor, YMCA Trustee, Children's Camp Trustee & leader, Youth Club & Street Angel.