

# CURRICULUM VITAE: MARK SMITH

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## SUMMARY

An experienced financial services professional with a track record of advising Boards on managing conduct risk and regulatory relationships during periods of change. Extensive experience of creating and embedding board policies, systems of governance and oversight frameworks. 25 years of experience in protection, pensions, investment, platform and financial advice businesses. Recently FCA/PRA approved for Compliance Oversight and MLRO functions for a growing Friendly Society (SMF 16 and 17) and Data Protection| Officer.

## KEY COMPETENCIES

**Challenge:** Ability to challenge proposals and submissions in a constructive way, highlighting risks and opportunities

**Leveraging third party expertise:** Extensive experience of managing relationships with lawyers, auditors and professional service firms

**Building Regulatory Relationships:** Strong track record of building regulatory relationships

**Inputting to Strategic Direction:** Expertise in incorporating regulatory requirements and expectations in business plans for growing businesses

**Developing Organisational capability:** Experience in assessing future needs of a business and recruiting or coaching to build capability

**Promoting an open culture:** Ability to establish lines of communication and reporting frameworks to embed a positive culture

## RELEVANT EXPERIENCE

- Preparing applications and regulatory business plans to obtain part 4 permissions
- Conducting Board gap analyses and development plans
- Drafting Board policies with regulatory sensitivity
- Managing regulatory visits
- Supplying compliance and conduct risk sign-offs for new products/distribution initiatives
- Performing due diligence on Critical and Important outsourcers
- Chairing joint 2<sup>nd</sup>/3<sup>rd</sup> line of defense outsourcer oversight fora
- Negotiating contracts with third parties
- Contributing to due diligence for potential acquisitions and disposals
- Preparing assurance reports for Board and Board committees
- Designing and embedding Conduct Risk frameworks
- Designing and implementing Training and Competence Schemes
- Overseeing compliance and Internal Audit plans

- Delivering Regulatory Change programmes
- Experience of supplying challenge to With Profits committees
- Overseeing projects to perform remedial action
- Leading 2<sup>nd</sup> line functions and embedding compliance culture in financial services businesses

## **QUALIFICATIONS AND EDUCATION**

- Law degree (2:1) from Essex University, graduating 1992
- Financial Planning Certificate 1995
- Practitioner Certificate in Data Protection (Distinction) 2014
- Introduction to Investment Examination 2015
- Practitioner Certificate in Data Protection (GDPR) 2019
- Currently studying Psychology degree with The Open University

## **INDUSTRY BODIES**

Member of the AFM Regulation Committee

## **CAREER HISTORY**

### **HOLLOWAY FRIENDLY**

#### **Head of Compliance (SMF 16 and 17) (October 2017 – December 2020)**

Key responsibilities held:

- Establishing the Compliance function
- Designing and delivering the Compliance Plan
- Data Protection Officer
- MLRO
- Conduct Risk Reporting to the Board
- Discharging Prescribed Responsibility for Fraud Prevention (Pending)

### **ZURICH FINANCIAL SERVICES (or its predecessors)**

#### **Associate Compliance Officer (April 2011 – 30 June 2017)**

Key responsibilities variously held:

- Lead and Manage Conduct of Business, Data Protection and Financial Promotion compliance teams. Approx. 30 people at peak.
- Manage compliance relationship with key material outsourcers e.g. Capita, FNZ and distribution partners
- Manage Budget of £2 million approx.

#### **Compliance Manager (Appointed October 1998)**

Responsibility for developing the overall compliance plan for the UK Life companies and for delivering the monitoring component, including leading on relationships with outsourcers.

Key responsibilities held during this period include:

- Supervising team of Compliance Consultants
- Delivering head office monitoring programme for various product provider firms  
Delivering head office and monitoring programme for Zurich IFA Group Limited (IFA distribution network)
- Coordinating compliance input into product developments/projects
- Undertaking regulatory interpretation and managing business impact
- Overseeing recruitment process of sales staff
- Liaising with regulators over specific issues, visit responses etc.

Initially Appointed Graduate Trainee in October 1994. From 1995 undertook various roles in the Compliance function running teams.

### **Interests**

- Member Warwickshire County Cricket Club
- Psychology and Behavioural Economics
- Reading
- Playing Recreational Cricket and Umpiring
- Watching Rugby (Gloucester season ticket holder)