

September 08, 2016

Mark Myers to stand down as British Friendly CEO

The Board of British Friendly today announced that CEO Mark Myers will be standing down in 2017 after nearly seven years in the role. A search for his successor is underway with an announcement expected before the end of this year.

Mark joined British Friendly in 2010 from LV= where he served as Distribution Director and then Partnership Director. This followed more than 20 years with Lloyds Bank where his final role was Retail Sales Director.

Mark Myers said: "It has been a privilege to lead British Friendly and to have contributed to the position we are in today as a leading Income Protection provider. Seven years is a long time as CEO and I am delighted that I am leaving the role with the Society in a strong position with new business running at triple the levels of 2015 and with a much strengthened capital position.

"Our strategy is simple and remains based on continuing to enhance the value we provide to our members and increasing our relevance as a trusted partner to advisors, by enhancing our products, making ourselves as easy as possible to do business with and of course continuing our market leading and proud track record of delivering on our promises by paying every claim we possibly can.

"I am now looking forward to the opportunity of embarking on a Non-Executive career and to watching the next stage of British Friendly's journey."

Peter Le Beau, Chairman of the Income Protection Task Force, said: "Mark has been a passionate advocate of Income Protection and a stalwart of the market for many years. His impact and the faith he has shown in the product have been central to the growth and success of British Friendly. Mark's support of the Seven Families campaign was also a great boost to the project and he has created a real legacy that everyone in protection should work hard to continue building upon. I wish him all the very best for the future."

Chris Radford, Chairman at British Friendly, said: “I joined the Board at the same time as Mark and have watched him successfully execute the strategy to launch the Protect product, which resulted in the society growing its membership significantly, to now having the next stage of our growth strategy in place for his successor. He has been a great leader and business person who has effectively married our strong mutual ethos with a clear business strategy and I wish him every success in the next stage of his career.”

-ENDS-

Media enquiries

Matthew Morris, Carr Consulting & Communications Mob: 07717 420693

Kevin Carr, Carr Consulting & Communications Mob: 07887 838811

Notes to editors

About British Friendly

Founded in 1902 to provide sickness benefits for Commercial Travellers, British Friendly has over a century of experience of “being there when our members need us most”. Based in Bedford, British Friendly is one of the larger UK Friendly Societies with £90m in assets. As a mutual we exist solely for the benefit of more than 17,000 members and have no shareholders to whom we need to pay dividends. www.britishfriendly.com