

Auxilium Partnership appoints Head of Proposition

Auxilium Partnership has appointed Sarah Moore as Head of Proposition, reporting to Chief Executive Officer, Mark Graves. Graves' new adviser protection club launched just two weeks ago with a commitment to offering unrivalled support to advisers throughout the protection sale.

Moore, an alumna of protection experts Bright Grey (Royal London) and Scottish Widows, has over 20 years' experience in financial services marketing, product and proposition design roles. She started her career in Morgan Stanley's startup credit card division. Ten years later she joined protection provider, Bright Grey, part of the Royal London Group, and spent six years as Marketing Development Manager, developing campaigns that achieved numerous accolades from the adviser market. Most recently, Sarah worked at Scottish Widows in both protection proposition and engagement roles and brought their intermediary protection proposition to market in 2015.

Mark Graves, Chief Executive Officer at Auxilium Partnership, said, "I am delighted that Sarah has joined our team. Her experience of protection propositions and marketing is second to none. She has been behind some of the most effective proposition and marketing campaigns on behalf of blue chip companies such as Scottish Widows and Bright Grey and we are fortunate to have her on board."

Sarah Moore commented, "I'm hugely excited to be joining Mark at the launch of this new concept in the protection market. I'll be able to draw on all my marketing, engagement, product and proposition experience and use it through a different lens, that of the adviser, rather than the provider. Protection is such an interesting and challenging market to be in and its importance and value can't be overestimated. I've got a lot to learn but this is a huge opportunity to truly make a difference to the way protection is sold."