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ZEDRA strengthens governance team with new client relationship role

[UK – March 2024] – ZEDRA, the award-winning provider of pension and incentive services, has announced the creation of a new Client Relationship Director role within the ZEDRA Governance team.

With Nicola Parnham, based in Leeds, taking the reins, the new role marks ZEDRA's renewed commitment to deepening relationships and delivering exemplary service to its clients within the ZEDRA Governance business, and beyond.

The Governance team fosters a culture of continuous feedback, putting clients at the heart of the solution, listening to challenges, and taking action to address them, ultimately achieving meaningful goals together. Kim Nash, Managing Director of ZEDRA Governance, commented: “The individual requirements of each of our clients, while underpinned by common trustee governance expectations, are unique. Therefore, the solutions and client experiences we provide them are bespoke. As such we ensure we always have a diverse breadth of styles, skills and experience within our professional trustee team, this level of client care is one of many reasons we have such a strong track record in the longevity of our appointments. Nicola will be working closely with clients to ensure all their needs are being fulfilled and strategising on more new initiatives to enhance their experience of working with us.”

Nash continued: “Since joining us Nicola has played an integral role in supporting our clients and has continuously demonstrated a client focused priority and keen aptitude for engagement. Her wealth of experience uniquely positions her to further our commitment to understanding and meeting the distinct needs of each client, enhancing our existing expertise and solidifying our dedication to excellence in governance throughout our regional offices.”

Commenting on the role, Nicola said: “Independent client feedback, and client engagement, is front and centre to the ZEDRA business. Being able to feedback all the positives is hugely gratifying and appreciated by the team; while clients find it far easier to raise constructive feedback

to an individual, independent of the BAU team. We want to listen, to hear and we act on it. I'm thoroughly looking forward to this new challenge."

Nicola has client management expertise spanning three decades. She joined ZEDRA in 2018 responsible for Business Development, focusing on building the client base and professional connections. Before this, she spent 29 years with AON in a range of senior relationship management and business development roles.

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Notes to Editors

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About ZEDRA

ZEDRA is a global powerhouse providing Corporate & Global Expansion, Active Wealth, Pensions & Incentives and Fund services, all aligned under one common goal: to embrace the future with certainty.

The firm's highly experienced teams enable high net worth individuals and families as well as medium to large sized companies, pension funds and trustees, asset managers and their investors to focus on their core activities by choosing ZEDRA as their trusted partner. As an experienced, reliable and innovative adviser, ZEDRA helps them successfully navigate estate planning, governance and global operations.

Ultimately, what ZEDRA delivers is complete peace of mind, knowing its expertise is supported by a robust, ethical approach, meeting the local and international requirements of an increasingly demanding regulatory environment.

ZEDRA inherited a wealth of knowledge and experience following its acquisition of the trust businesses of a renowned bank in 2016. This solid foundation combined with innovative thinking has allowed ZEDRA to grow rapidly in a competitive marketplace to a team of over 1,000 industry experts across 16 countries throughout Asia, Oceania, the Americas and Europe.

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