

02 April 2025

## ZEDRA announce 2025 Pensions Team Promotions

[02 April 2025] – ZEDRA, a leading provider of Pensions & Incentives, Active Wealth, Corporate & Global Expansion, and Funds services, today announced their 2025 pensions team promotions, effective from 1 April 2025.

- Andrea Upex to Director of Trustee Executive Services
- Alison Lea to Senior Client Manager
- John Starkie, Head of Group Life, to Senior Client Manager
- Laura Watson to Client Manager

**Manjinder Basi, Managing Director of ZEDRA Inside Pensions commented:** “Recognising and rewarding talent is central to our culture at ZEDRA, and something we look forward to each year. These promotions reflect our ongoing commitment to nurturing growth and supporting our teams professional and personal development, ensuring they have the tools to achieve their goals.”

**Kim Nash Managing Director of ZEDRA Governance, added:** “We are very pleased to be able to announce these well-deserved promotions. This is an exciting time for the business and continuing to invest in and develop our talented team is a key part of our strategy. Congratulations to Alison, John, Andrea and Laura who thoroughly deserve this recognition of their hard work, dedication and expertise, we look forward to seeing how they continue to excel.”

**ENDS**

## Notes to Editors

### About ZEDRA

ZEDRA is a global powerhouse providing Pensions & Incentives, Corporate & Global Expansion, Active Wealth, 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. With an experienced, reliable and innovative professional trustee team, 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 1,200 industry experts across 16 key locations throughout the UK, Asia, the Americas and Europe.

[www.zedra.com](http://www.zedra.com)

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