

1 July 2025

ZEDRA announces promotions of Riley and Race-Pridding to Client Director roles in Birmingham and Leeds

[UK – 1 July 2025] – ZEDRA, award-winning provider of pension and incentive services, today announced the promotions Matt Riley and Matt Race-Pridding to the position of Client Director.

Matt Riley, based in ZEDRA's Birmingham office, has been with the team since 2008, Matt Race-Pridding, based in Leeds, joined in 2015. Both promotions took effect from 1 July 2025.

Kim Nash, Managing Director of ZEDRA Governance, commented: "At the core of our continued growth is the strength of our people. The progress we make as a business is intrinsically linked to the skills, integrity, and dedication of our team. That's why we invest in their development at every stage of their journey with us, so making internal promotions key to our company ethos."

Nash added: "Both of these individuals exemplify the qualities we value in our independent trustees; integrity, professionalism and pragmatism and I'm delighted to recognise this important milestone in their careers. Their promotions are a testament to their consistent dedication and commitment to both our clients and the firm, and their leadership will be instrumental as we continue to build expert local teams to support schemes across the UK in navigating an increasingly complex regulatory landscape."

Matt Riley has 26 years' experience in pensions and investments and has held roles at Mercer, Equinity Hazzell Carr and Prudential.

Matt Race-Pridding has 18 years' experience in pensions and investments. Prior to joining ZEDRA he held positions with Mercer and Capita Hartshead.

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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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