

## ZEDRA appoints Dan Whincup as Client Director

18 May 2026

[UK – 18 May 2026] – ZEDRA, an award-winning provider of pension and incentive services, today announced the appointment of Dan Whincup as Client Director. Dan, who joined the firm in April, is based in Leeds.

**Kim Nash, Managing Director, at ZEDRA, commented:** “We are seeing sustained demand for independent trustee services as schemes place greater emphasis on experienced support, long-term partnerships and trusted decision-making that delivers better member outcomes. There is also a growing preference for partners who can bring insight from across a wide range of arrangements. Our work at ZEDRA spans a broad mix of schemes across sizes and types. This breadth and depth of experience gives us a perspective that sets us apart, allowing us to apply insight from across the market to help inform better outcomes for employers, schemes and members.

“Dan brings extensive experience from senior leadership roles across the pensions industry, particularly in relation to member experience. His background gives him a well-rounded perspective on scheme oversight, member outcomes and trustee decision-making adding further strength to our collective expertise and further enhancing our ability to support clients in an evolving market.”

**Dan Whincup added:** “Member outcomes have always been central to my approach, with a focus on improving engagement, retirement outcomes and the overall pension experience. So for me, it was important to join an organisation where members genuinely sit at the heart of everything. ZEDRA stood out in that respect. They also combine the scale, expertise and resources to support schemes of all sizes and needs, with a genuinely personal culture where relationships truly matter. That balance, alongside its award-winning reputation for innovation, made it a strong cultural fit. I’m looking forward to contributing to such a forward-thinking team.”

Dan joins ZEDRA after spending 11 years as part of the in-house senior leadership team at Coal Pension Trustees, supporting the Trustees of the two of the UK’s largest and most complex schemes - the Mineworkers Pension Scheme and the British Coal Staff Superannuation Scheme. His responsibilities as Chief Pensions Officer included leading strategic funding, investment collaboration, secretariat services, pension administration and member communication. Prior to that he spent 14 years as an actuarial consultant at PwC, Willis Towers Watson and Mercer.

-ENDS-



### **Notes to Editors**

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### **About ZEDRA**

ZEDRA is a global provider of Corporate, Funds and Wealth solutions, supporting businesses, fund managers, high-net-worth individuals and families with the governance, administration and operational expertise needed to navigate complexity and achieve their long-term ambitions.

With more than 1,400 specialists across 100 countries and 30+ offices, ZEDRA combines deep technical knowledge with a genuine relationship-led approach. From global expansion and fund administration to private wealth, pensions and incentives, ZEDRA helps clients manage risk, protect assets and build for the future with confidence.

At ZEDRA, we make ambition happen.