

ANDREW TOWNSLEY

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An experienced Director with a strong commitment to mutual organisations, and a proven track record of growing financial services business. I also have a good understanding of corporate governance, strategy, credit and risk management and following retirement in 2016, want to utilise the skills and knowledge acquired to help other organisations in a Non-Executive Director capacity. In addition to my Kingston Unity main Board role I was a member of the Society's Risk, Nominations and Investment sub committees and also attended Audit and Remuneration sub committee meetings.

CAREER:

Board – Non Executive

Oct 2016

STOCKPORT CREDIT UNION **Chairman from March 2017** **Non Executive Director –**

- Leading the Board to meet its commitment to financial inclusion for members, sustainability and the Credit Unions regulatory obligations with a personal focus on Business Planning and strategy development.

2010 – 2013

ASSOCIATION OF FINANCIAL MUTUALS **Non Executive Director**

- Member of the Board of the trade body representing Mutual and not for profit Insurers, Friendly Societies and other Financial Mutuals. Formed following a merger of the Association of Friendly Societies (AFS) and the Association of Mutual Insurers (AMI) the trade body represents 48 members who have 30 million customers with Annual Premium Income of £15.9 billion and its role is to provide services to Members, input to Government and Regulatory policy development and promote good corporate governance within the sector.

2004 – 2010

ASSOCIATION OF FRIENDLY SOCIETIES **Non Executive Director**

- Similar role and objectives to those of the AFM but at the time representing over 50 Friendly Societies with 4.5 million members and £15 billion of assets.
- Member of the Policy and External Affairs Committee 2006 to 2009
- **Board Chairman from October 2007 to October 2008**
- Led the successful merger negotiations with AMI in 2009

Executive

2009 – 2016

KINGSTON UNITY FRIENDLY SOCIETY **Chief Executive, Secretary and Director**

Appointed to restructure a traditional branch based Friendly Society with declining membership and minimal business growth.

- Developed new products and distribution channels to improve sales and generate revenue.
- Delivered membership, asset and premium income growth.
- Instigated change to the Society's Corporate Governance structure and prepared for the implementation of Solvency II on 1 January 2016
- Took the Society from Unincorporated to Incorporated status in 2016
- Understanding of the requirements of dual regulators
- Sourcing and due diligence for new IT system

2001 – 2009 SHEFFIELD MUTUAL FRIENDLY SOCIETY

Chief Executive, Secretary and Committee Member.

Appointed to modernise and rejuvenate a traditional Friendly Society.

- Provide and review strategic plans and objectives for Committee consideration.
- Reviewed and maintained internal systems including the introduction of new policy statements and procedure manuals to meet FSA requirements.
- Rebranded the Society including name change and new corporate literature.
- Modernised the Society's rules to provide greater member participation.
- Restructured sales distribution channels to deliver significant growth in premium income, assets and membership.
- Assisted in the introduction of revised corporate governance procedures.
- Researched and successfully installed a new computer system to incorporate Financial Control, Marketing and Management Information.
- Assessed and amended the existing product range launching new products to promote growth in income and membership.

1997- 2001: VERNON BUILDING SOCIETY

Deputy Chief Executive & General Manager Marketing & Development.

Appointed to move the Society culture from administration to sales focused and deliver Growth – 50 staff.

- Performed strategic review of Society's position within its operating area.
- Delivered new Corporate identity, including writing new copy for all literature
- Restructured 9-branch network recruiting new staff and refurbishing offices to generate direct mortgage business increasing applications from £300k to £1m per month.
- Introduced job evaluation and grading scheme to provide greater career opportunities.
- Controlled profitability through interest rate margin and product design.
- Researched and designed investment, mortgage and insurance products to meet the market needs, gaining acceptance from the Board.
- Controlled advertising budget of £165k per annum.
- Delivered asset growth from £127m to £170m over a four-year period and increased direct mortgage business from 20% to 45% in line with Society objectives.

1984 - 1997: BARNESLEY BUILDING SOCIETY

1990 -1997 **General Manager Development**

1995-1997 **Director and Company Secretary BBS Financial Services Limited**

1990 -1997 **Managing Director**

Appointed as Managing Director of BBS Property Services Limited to identify and assist in acquisition and integration of Estate Agency network.

1989-1990 **Society Secretary**

1984 -1990 **Marketing Manager**

1984 -1984 Donald Rigg Estate Agents

Valuer and Mortgage Broker

1976 -1984 Bradford and Bingley Building Society

Various Branch Management positions_

1974 -1976 Professional Cricketer – Yorkshire CCC.

QUALIFICATIONS: B.A. (Hons) Business Studies. Financial Planning Certificate, CEMAP 1 & 2

INTERESTS: Family. Sport - Ex Cricketer and Golf

PERSONAL: Married with two children