

## Mike Perry

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**A portfolio Non-Executive with a proven track record in Financial Services business start-up and turn around with an extensive understanding of risk profiling key strategic corporate decisions within a regulated environment.**

Significant experience within the financial services industry. FCA approved person status operating at board level. A highly effective relationship builder internally and externally with an outstanding track record of delivering results. Excellent knowledge of all areas of board requirements including Business Development, Marketing, Corporate Governance, Corporate Planning, Operations, Finance, Risk and Budgeting. **Consumer Duty Board Champion.**

Proven track record in both B to C and B to B.

Strong mentoring skills to individuals and companies.

- **Previous SMF1, SMF3, SMF7 Controlled Function Holder.**
- **A strategic thinking, people-oriented leader.** Able to define and communicate complex strategic vision to all levels of the organisation. Led and motivated business teams to deliver long term results whilst developing individuals to achieve their potential.
- **Delivery Focused.** Consistently driven growth and delivered against performance and business objectives whilst reducing acquisition & operational costs, driving operational efficiency and enhancing the member experience with added value. Networks and promotes the business nationally and across the industry.
- **Extensive knowledge and experience of regulation** with a reputation for building and maintaining positive relationships with regulatory bodies including the FCA and PRA.
- **Strong governance, compliance, risk and board experience.** Experienced at working with and managing the competing demands of Non-Executives and committee agendas. Extensive experience of being a full member of Board and sub-Committees.
- **Commercial and Member driven.** Well versed in understanding the competing priorities of managing a mutual business, balancing the need to deliver commercial performance whilst demonstrating an understanding of the social responsibilities incumbent with being a member owned business.

## NED Experience

STM Life Assurance and London & Colonial Assurance (Gibraltar) September 2023 - **present**

The Oddfellows May 2023 - **present**

WHA Healthcare February 2023 - **present**

Board Director of the Association of Financial Mutual's (AFM) 2016 – April 2022.

Friendly Society Collective Chair in 2014 and 2015.

## **CAREER HISTORY 2000 – Present**

### **STM Life Assurance and London & Colonial Assurance (Gibraltar) – Non-Exec Director**

September 2023 – present

Pension and Life Annuity provider offering bespoke products via UK based intermediaries. Board Consumer Duty Champion.

Chair of Regulation & Compliance

Chair of Audit & Risk

### **Oddfellows & Unity Mutual – Non-Exec Director**

May 2023 – present

For over 200 years the Oddfellows has helped its members forge friendships and offered help in times of need. Today there is a national network of 103 branches and 388,080 UK members.

Unity Mutual manage over 306,000 savings and investment policies for members with policyholder funds under management totalling over £750m. Board Consumer Duty Champion.

### **WHA Healthcare – Non-Exec Director & Vice Chair**

February 2023 – present

WHA Healthcare is a not-for-profit company which operates a range of low-cost cash plan schemes to help its members with the everyday costs of staying healthy. Board Consumer Duty Champion.

### **Mutual Respect – Owner**

January 2023 - present

A consultancy offering financial service providers and suppliers a personal approach to assisting a clear focused business strategy, mentoring business and individuals, board reviews, member engagement programmes, digitisation development, Corporate Social Responsibility implementation, Consumer Duty, CPD speakers and partner introductions.

### **PG Mutual - CEO & Director**

Sept 2011 – April 2022 (Retired)

Although established in 1928 to provide financial support for Professionals, at the time of appointment it was obvious that the society required a complete refresh from board level down. The not-for-profit Friendly Society was rebranded with technology introduced to allow easier quotation and application and a modern fresh website including member area for self-management. The introduction of an ARC/ICOM and a more focused board pack helped to ensure a tighter grip on regulation, accountability and ownership.

During the 11 years as CEO, the team grew both membership and assets by 70%.

PG Mutual now has a modern mutual feel and the Income Protection Plus product has become the choice of many professionals via professional member associations, unions and sporting associations. The average age of new members over the last 5 years is 35 bringing the average age of all members down from 58 in 2011 to 46. Members have seen an increase in benefits which has added value to their membership and in turn the average term a member stops with PG Mutual is 20 years.

The digital development of the business has led to a fresh professional user experience for both staff and members. In bound telephone calls have reduced by 85% since 2011. All staff are enabled to work from home or other location due to the upgraded I.T and telephony systems.

Responsible for the day-to-day operation & profitability of this Friendly Society with the Income Protection Plus product. The key focus was to extend the distribution, ensuring regulatory compliance, improving member communications and values of a mutual. A strong CSR policy was launched in 2019 to run in line with the ESG planning.

### **Nthuse**

2008 – Sept 2011 **Owner**

During the three years I worked with four regional building societies at senior levels. With one of these I revamped the operational area as well as designing incentive schemes, product pricing models, managerial training, refresh the brand, website and responsible for increasing the mortgage lending. Lending increased via the intermediary market with 50% of all lending via this channel while maintaining quality, control and margin.

Over a two-year period following the credit crunch I accessed lending funds from regional building societies and investment banks for the National Self Build Centre in Swindon.

### **Skipton Building Society Group:**

March 2000 – April 2008 **Amber Homeloans Limited - Associate Director – Sales & Marketing**

#### **FSA approved person status gained.**

A Board member who was promoted to Associate Director – Sales & Marketing after developing a sound sales structure following the recruitment of additional field staff as well as an internal marketing department. Implementation of training programmes (internal & external), development schedules and bonus schemes were key skills needed for the continued success of Amber.

Responsible for the development of new products brought to market for the company, leading to record level of lending.

As part of the Board, an all-round knowledge of the industry and all business issues, Operational, Financial and Corporate were essential to a successful management team bringing £68m profit to the group in a six-year period.

### **Interests**

Enjoy most sports although restricted to playing golf these days. Love the outdoor life, classic cars and vintage aircraft.