



DAVID COWAN JOINS THE FINANCIAL SERVICES FORUM

The Financial Services Forum has appointed David Cowan as its new Managing Director.

David brings with him a wealth of experience in senior media management roles.

Most recently David was Group Publisher for Centaur Media with responsibility across print, online and awards in the Financial Division.

Prior to that he worked for the FT Group, Express Newspapers and Mirror Group Newspapers.

David will work alongside Andrew Porter, Vice-Chairman of The Financial Services Forum, who will continue in an editorial role for a few months while he finalises plans to relocate to Australia.

David will assume responsibility for The Forum's business strategy, Member services and relationships with key commercial partners and sponsors, as well as management of The Forum team.

David Cowan, Managing Director of The Financial Services Forum, said: "I am delighted to be given the opportunity to help lead The Forum on the next stage in its development. Sitting at the heart of the financial services community, it has really exciting opportunities for growth and I very much look forward to the taking up the challenge."

The Financial Services Forum is an active community of marketing leaders from across all sectors of the financial services industry. Members share a goal: *'to improve their marketing effectiveness'*. The Forum facilitates sharing of best practice and thought leadership in print, online and via its calendar of over 50 seminars and conferences each year. More information is available at www.thefsforum.co.uk.

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NOTES TO EDITORS

The Financial Services Forum

The Financial Services Forum is an independent organisation that helps its members improve their marketing effectiveness by sharing information, experience and expertise. The purpose of The Forum is to improve marketing in financial services, because good marketing is good for both the industry and the consumer.

The Financial Services Forum was founded in July 2000 to bring together senior people from all parts of the financial services sector. The Financial Services Forum:

- provides insight into the future of financial services marketing, through events and research;
- creates a space for members to discuss and debate with other members; and,
- helps raise marketing and business standards in financial services.

The Financial Services Forum has over 550 individual members, representing the major retail banks, building societies, life and pensions companies, general insurers, asset managers, stockbrokers and corporate and investment banks. Between them they control marketing budgets of over £2 billion.

There are three levels of membership for the Financial Services Forum

- Full members – those individuals directly responsible for their organisation’s marketing strategy
- Associate Members –involved in delivery of their organisation’s marketing strategy
- Practitioners – consultants and principals of agencies practicing in the financial services sector

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