

## Friends First Makes New Senior Appointment



**Brian O'Neill**  
Strategic Marketing Director

Friends First has appointed Brian O'Neill as Strategic Marketing Director. This new role will focus on the repositioning of the Friends First product offering and brand to both financial advisers and customers.

Prior to this appointment, Brian held a number of senior positions within the Friends First Group, including a 3 year secondment as a Director with Achmea. The Friends First Group is a fully owned subsidiary of the Achmea Group, the largest provider of non life and health insurance in the Netherlands. He has also held Sales & Marketing roles with the Prestige Investment Group and Prudential. Brian holds a BA Mod, QFA, Graduate Diploma in Financial Services and most recently qualified as a Certified Financial Planner.

Commenting on the appointment, Tom Browne, CEO Friends First said, "This new role is critically important to ensure that Friends First can meet the challenges in the current market and build on our core strengths."