



PRESS RELEASE

Protection Guru announces new Chief Revenue Officer

4th October 2022 – Protection Guru is pleased to announce that **Niki Cooke**, has joined Protection Guru as Chief Revenue Officer. In this newly created role, Niki will bring her considerable experience in supporting adoption and deployment of market changing technology to advise firms who want to be at the leading edge of Innovation.

Niki will be working closely alongside Adam Higgs, Head of Research at Protection Guru, helping to increase adoption of the comparison platform and innovate its functionalities based upon adviser needs and customer requirements.

On joining Protection Guru, Niki Cooke commented: “I am joining Protection Guru at an exciting time after the launch of Protection Guru Pro which is designed to improve consumer outcomes and enhance adviser compliance, while at the same time increasing adviser income. This has attracted considerable interest from larger mortgage and wealth adviser firms, areas where I have been able to successfully help firms achieve positive change in the past.

Our aim is to help advisers deliver the best protection advice and support networks and other large firms in meeting their consumer duty obligations as well as enabling robust repeatable advice processes across hundreds or thousands of advisers in each firm

Adam Higgs, head of research at Protection Guru, commented: “

“Niki brings outstanding expertise in client relations, having occupied senior intermediary roles at Twenty7Tec and Intelliflo. Niki also has valuable protection experience from her time at iPipeline. This experience, gives her the expert knowledge of the insurer and adviser markets as well as the application of technology products.”

Commenting on this appointment FTRC and Protection Guru founder Ian

McKenna said: “Protection Guru was set up to help grow the protection market by providing detailed technical support to advisers. Since the launch of Protection Guru Pro an increasing number of firms have contacted us to understand how we can help put in place processes that will help more advisers give better protection advice, enhance their compliance processes, and meet their consumer duty

obligations.

When people are buying cover to protect the people they care about the most, a better outcome is usually achieved by their being given a better-quality product, rather than the cheapest option. Paying just a few pounds more frequently gives the customer far better value, thus focusing on a key consumer duty outcome. Our early experience is that they system actually pays for itself if each adviser only achieves only a £2 per month increase on one contract a month.

-ENDS-

For more information please contact:

Laura Cronin

FTRC@lansons.com

Protection Guru

ProtectionGuru.co.uk, part of FTRC (Financial Technology Research Consultancy), is a destination technical resource for advisers and providers in the protection and life insurance market. The site provides a benchmarking comparison tool and in-depth analysis on the full range of protection contracts, compared on quality not just price.

About FTRC

Established in 1995, the Finance Technology Research Centre (FTRC) is a specialist research consultancy.

The company has four key areas of activity:

- Facilitating industry collaboration in the life assurance and long-term savings industries via a range of forums which bring together leading players from manufacturing, distribution and support services to identify where working together can achieve better outcomes for consumers and the industry.
- Research and benchmarking through the delivery of software and ratings to help financial advisers compare the quality of financial products, available at www.qualityanalyser.com
- Insight reports which focus on key strategic issues such as the future of financial advice and how organisations can enhance the quality
- Bespoke consultancy on any of the above