



PRESS RELEASE

Leading protection professional to join Protection Guru

21st April 2021 – Protection Guru is pleased to announce that Rob Harvey, former specialist protection expert at Drewberry, joins Protection Guru as a technical protection specialist. In this newly created role, Rob's focus will be to support the business in its continued growth and in its ambition to be the ultimate technical resource for advisers and providers in the protection industry.

Rob will be working closely alongside Adam Higgs, head of research at Protection Guru, helping to deliver Protection Guru's detailed research and analysis to advisers and providers, and drive product innovation and improvements. Rob will work closely with insurers on their product offerings and services and engage with adviser firms to ensure they have the right tools and resources at their disposal to deliver the best protection advice possible to their clients.

Rob brings with him vast expertise in the protection market, spending 9 years at protection specialists Drewberry, where he worked as an adviser, learning and development manager and latterly, head of health and protection.

On joining Protection Guru, Rob Harvey commented: "After 9 successful years at Drewberry, in which time the business established itself as one of the UK's leading protection specialists, I now look forward to helping Protection Guru take the next steps in its journey. It is, in my opinion, already one of the primary and most trusted sources for protection insurance information, analysis and insights. Joining the business at this time feels like a really exciting opportunity and it is my hope and belief that Protection Guru will be the leading industry authority on Protection Insurance.

"The business has grown significantly since its launch and with the developments in the pipeline, is set to expand further."

Adam Higgs, head of research at Protection Guru, commented: "We are delighted to welcome Rob to the Protection Guru team. We have big plans in the coming months and Rob's experience and expertise in the protection market will be invaluable in helping us develop our services further, with the aim being to equip advisers with the knowledge and resources for them to deliver the best possible protection advice to their clients."

Commenting on this appointment, FTRC and Protection Guru founder Ian McKenna, said: "Rob's appointment reiterates Protection Guru's commitment to providing the best

technical information, research services and thought leadership to the protection industry, and our primary objective of significantly reducing the protection gap. FTRC has always sought to work with people who have first-hand experience in advice firms, who can strengthen our team's knowledge of the practical challenges' advisers face on a day-to-day basis. We are confident that Rob's wealth of expertise will enhance the support and services we provide for advisers."

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For more information please contact:

Mary Ellis

FTRC@lansons.com

About FTRC

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

The company has four key areas of activity:

- Information and technical services in to support financial advisers 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