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FTRC appoints senior consultant, Martin McKenna, to expand their practitioner experience and Mergers & Acquisition support

The [Financial Technology Research Centre](#) [FTRC] is pleased to announce that Martin McKenna, an industry technology specialist with in-depth knowledge and expertise of the advice market has been added to the FTRC team. Martin joins as a senior member of their consulting team. This helps advisers, product providers (insurers and platforms) and technology suppliers identify how technology can best enhance the financial advice market. He will also have oversight of the evolution of their AdviserSoftware.com information service which aims to provide a single destination for financial advisers to access everything they need to know about choosing the best technology products and services to help their businesses.

Martin has been in financial services for 30 years, working across many key disciplines including time as an adviser and working in the product world for a life and investment company. His previous experience includes Head of eCommerce at Bankhall, Lead Business Consultant for bespoke financial services software firm Focus Solution, and most recently as Head of Business System Design for Standard Life.

On joining [Financial Technology Research Centre](#), Martin McKenna commented:

“Technology in the financial advice market is constantly evolving and growing and I am excited to be joining the industry’s leading advice technology consulting team. My first-hand experience deploying technology in to advice firms large and small, understanding what a business needs to support it, and the technology needed to make it work, makes this a great opportunity. I look forward to utilising this insight to ensure FTRC continues to deliver excellent services to advisers and the wider industry.”

Ian McKenna, Founder of [Financial Technology Research Centre](#), commented:

“It is a great time for Martin to be joining us when we are increasingly involved not only in helping advice firms select the best technology partners, but also supporting mergers and acquisition target identification and due diligence. As an innovative, experienced leader of award-winning teams, Martin brings excellent problem solving, analytical and interpersonal skills with a keen eye for continuous improvement. Our recruitment philosophy has always been to work with people who have had first-hand experience working with advice firms, with on-the-ground knowledge of the challenges and issues faced by advisers, putting us in the best possible position to offer solutions and change propositions across IT, eCommerce and Business practices within the financial services sector. I have worked with Martin previously on several -initiatives and it is great to be able to bring him into our team at a time when we

are getting involved with so many new projects that will transform financial advice through the use of technology.”

-ENDS-

For more information please contact:

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About the [Financial Technology Research Centre](#)

Established in 1995, the Finance Technology Research Centre (FTRC) is a boutique AdviceTech, InsureTech and WealthTech consultancy. These services are provided to advisers, insurers, investment platforms, asset managers technology companies private equity firms and venture capitalists.

Core skills include vendor partner selection process support, proposition review, M&A target identification and due diligence support.

In addition to the company's core consulting expertise the firm operate operates a number of start up technology services

- ProtectionGuru.co.uk provides specialist research and analysis to help financial advisers understand the technical detail and small print of life insurance policies. Their ProtectionGuruPro.co.uk insurance comparison software provides advisers with quality and price comparison to help advisers identify which insurance products represent best quality and value for consumers based on their own personal situation and budget. Protection Guru's mission is to provide financial advisers with better information and support to help them protect more families on the best terms possible.

Founded just over three years ago PtotectionGuru - has won - "Protection Leader of the Year-" at the Lifesearch awards consecutively in 2021 and 2022 for the work of Adam Higgs and Ian McKenna respectively.

- BenefitsGuru.co.uk fulfils a similar role in the workplace pension market providing regular research ratings and comparison software for employers and workplace pension advisers www.qualityanalyser.com.
- AdviserSoftware.com provides extensive free research and analysis for financial advisers on software products that can help them run their businesses, improving customer service, efficiency and profitability.
- The company also offer bespoke consultancy on any of the above.