

## Biographical Notes

### Jon Everill DipPFS

#### *Director*

Jon started his career in Financial Services in 1989 when, following a short stint in the British Army, he joined Friends Provident in their Salisbury head office.

In his 20 years in the industry since, he has worked for both Life Companies and IFA distributors in varying senior roles.

Whilst working for the multinational Swire Group, he focused his IFA skills on the requirements of the many Corporate Benefit scheme members that the business ran, including Oracle and Computacenter, 2 of the world's largest IT companies today.

He started his own IFA business in 1995 in London's West End, working on a fee basis with high net worth clients. He sold this business to a FT-SE250 company in 2000, where he was kept on to develop further niche growth opportunities.

In September 2003 he started Destini Financial Services Group PLC with a small number of other founders and investors. The business raised over £15m of capital and made 23 acquisitions of IFA and Financial Services businesses in 2 years. Destini had over 650 registered individuals with a turnover of more than £25m when it merged with the Thinc Group in 2005.

Jon is currently responsible for developing, maintaining and aligning the Bluefin client propositions. In addition he oversees the group investment strategy as well as other group strategic initiatives.

During the last 24 months he has been heavily involved in a significant programme of change within Bluefin. The "Enterprise programme" will complete by the end of 2009. The resulting benefits will include new and efficient core advice processes and propositions for the private client advisers, as well as a new IT operating platform and the introduction of WRAP technology, all of which will protect Bluefin's status and desire to be one of the UK's leading, trusted brands of advice.

Jon was elected to the Board of the PFS in November 2009.

In his spare time he is a keen surfer and windsurfer and lives with his wife and son in Wales.

*November 2009*