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# Biographical notes



## **John White** ACII, DipPFS Chartered Insurance Practitioner

In December 2016 John became CEO of Sanlam Wealth in the UK, where he leads and manages both the Financial Planning and Discretionary Fund Management business.

John has spent over 33 years in financial services, he worked for 17 years in professional services firms where he was a Partner and Head of Financial Management at Robson Rhodes, Bentley Jennison, RSM Tenon and Baker Tilly. Before joining Sanlam John was Chief Operating Officer of Arthur J Gallagher Employee Benefits & Wealth Management where he managed the distribution channels of the Employee Benefit consultancy and Group Risk & Healthcare both for large corporates and SME clients as well as the Wealth Management division aimed at personal financial advice.

John's career has always been in the front line of advising clients either directly or indirectly managing the teams that provide the advice and consultation to the consumer. He has led experienced teams of advisors and planners through the changes of the recent years with a strategic direction to ensure clients are well served. John has been involved in several acquisitions and sales of financial services businesses over the last 15 years understanding the value of what makes a good professional quality advisory business.

In the years heading financial services businesses he has introduced trainee adviser career programs to help develop new talent in the same model used by national accountancy firms for future partners. He believes that this experience and insight will really help PFS to help shape the future continued direction of developing our profession.



## **Rory Percival** ACII, APFS Chartered Financial Planner

After 20 years in the financial advice sector and 10 years as a regulator, Rory Percival set up his own training and consultancy firm in November 2016 offering conference speaking, training, guides and consultancy. In his time at the regulator he became increasingly influential in the way the FCA thought about, and supervised advisers and became 'the face of the FCA' due to extensive conference presentations.

Within the FCA he was a technical specialist and the 'go to' person for all matters relating to financial advice and financial advisory firms. He exerted extensive influence internally regarding the interpretation of the Rules in practice (for example creating and training staff on the outcomes focused file review process) and played a significant role in setting the agenda for regulatory activity in the advice sector.

The thematic projects he was involved in included pension switching, platforms and intermediaries, structured products, risk profiling, centralised investment propositions, RDR implementation, RDR disclosure, pension freedoms, research and due diligence, and the assessing suitability review.

He also worked in Policy for two years where he was Project Lead for the Depolarisation Disclosure Review and Policy Lead for platforms.

Prior to joining the regulator, he worked in financial advisory firms mainly in compliance, training and technical support roles. This included ten years at Fiona Price and Partners Ltd where he was Director of Training and Compliance and had oversight of all training and advice standards. In the final years of this period, the firm became part of Thinc where he was Head of Treating Customers Fairly for the whole organisation and Risk Manager for the Wealth Management Division.

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## **Gordon Wilson** APFS Chartered Financial Planner

Gordon Wilson is founder and MD of Carbon Financial Partners, a financial planning and investment business which began trading in June 2011. Carbon has offices in Aberdeen, Perth, Glasgow, Edinburgh and London. The team of 36, includes 11 financial planners.

Prior to Carbon, Gordon was MD and an owner of Perth based Thomson Shepherd which was sold in 2008 to Skipton Building Society. Thomson Shepherd was founded in 1999 and grew by organic growth and acquisition.

Carbon strives to be the very best business it can be, and has quickly achieved national recognition through;

- Chartered Financial Planners of the Year 2015
- Gold Standard for Independent Financial Advice 2013-2018
- CISI Recognising Excellence Award Finalist 2013, 2014 and 2015
- Professional Adviser – Adviser Firm of the Year (UK) 2015

Gordon is a Chartered Financial Planner. He is passionate about openness and transparency and the benefits it brings to clients and businesses alike. A strong advocate of the value of financial planning, Gordon runs an evidence based business where challenge, debate, teamwork and personal development are all strongly supported and encouraged.

Gordon has spoken at seminars and conferences at home and abroad on how to manage and grow 'new model' adviser businesses.

He is a member of the Young Presidents' Organisation (YPO).



## **Jonathan Rees** MA (OXON)

Jonathan is an expert in public policy focussing on regulatory issues and promoting the consumer interest. He is currently a Director of the Office of the Independent Adjudicator for Higher Education (resolving student complaints) and of the Employers Network on Equality and Inclusion (the leading body promoting equality best practice). Previous Non-Executive Director roles include six years as a Trustee of Citizens Advice (a top 10 national charity providing advice for people needing help and support) and the NACAB Pension Fund, and five years as independent Director of the Lending Standards Board (which provides regulation and standing setting for banks credit lending to consumers), and as a Director of Ombudsman Services (a not-for-profit company providing independent complaints resolution for consumers in energy, telecommunications and retail sectors).

Prior to this he worked in the Civil Service for 35 years with a strong focus on strategy, regulation, change management and partnership working. His last role was as Director-General of the Government Equalities Office from 2008 to 2013. In this period, he saw through a major overhaul of equalities legislation with the 2010 Equality Act, set up new partnerships to promote equality in the workplace and developed the policy on same sex marriage.

After graduating in modern history from Jesus College Oxford, Jonathan worked in over 10 Government Departments both in Whitehall and overseas. Posts included three years in the No 10 Policy Unit advising successive Prime Ministers on strategy, seven years in Brussels dealing with European negotiations (both in the European Commission and in the Foreign Office), spells in the Home Office, Cabinet Office, BIS (dealing with consumer and competition policy) and the Health and Safety Executive.