Practitioner Director Risk Nominee

Cecilia Farrow

I have held the role of the Risk Practitioner director on the Financial Advice New Zealand board for the past 2 years and am seeking re-election to this position. I believe I have a strong experience base to draw from that enables me to continue to bring the voice of the Risk Advice community to the table across many facets including regulation, consumer marketing, adviser education, market challenges and ongoing professional development.

During my two-year tenure the areas I have invested time and expertise specifically on behalf of our Risk members include:

- Building connections for our CEO into key stakeholders in the Life Risk Sector
- Assisting with the development of editorial content
- Providing input into submissions in respect to the impact on the Life Risk sector
- Guiding the focus of risk advice content for the conferences
- Committee member in the review of the Level 5 certificate content for the risk strand
- Committee member/subject matter expert in the Alternatives Pathway for the Level 5 certificate

Throughout my 25-year career in the Financial Services sector I have committed my efforts to lifting the standards of advice in the life risk sector through three key areas:

1. Developing Personal and Business Risk advice processes that embed sound risk management philosophy with a client centered approach
2. Developing and delivering adviser training in Business and Personal Risk Management advice
3. Consumer education through public speaking and editorial

I believe deeply in the value of financial advice and the importance of our profession to consumers. I am excited about the transformation that good regulation will deliver to the Financial Services sector and the benefit that can bring to consumers and New Zealand's economic prosperity. Financial Advice New Zealand plays a vital role in leading the transition of financial advice into professionalism and supporting its members to become professionals. Financial Advice New Zealand also plays a key role in building the consumers understanding of the value of trusted advice.

I have expansive experience in the financial advice, adviser development and education and technology. I have built this experience through many roles and which includes being an adviser, building a franchise adviser channel, leading the development of a fintech advice platform, leading the development of an online learning platform and e-module programme, adviser training and industry consulting – particularly in the innovation of Business Risk insurance solutions and advice.

Through the years 2002-2006 I was actively involved in the IFA which included Auckland Branch Chairperson for 4 years and during which time membership grew to 500, Director of the IFA and Member of the Insurance College Council. In 2007, I was voted Financial Alert Person of the year for my contribution to the Financial Services sector. Through that experience I came to understand the complexities of operating a membership association especially in relation to being aware of the

diversity of members' needs, the challenges of keeping members engaged across multiple regions and multiple disciplines.

During the past 12 years I have been the CEO of Triplejump – a business I founded with a vision to help New Zealand families and SME's have access to quality advice in Wealth Protection. This role has involved reporting to a formal external Board of Directors, managing relationships with 90 shareholders, leading capital raises for over NZ$7M, securing $1.9M of Callaghan Innovation funds and building and leading a team of 15 people.
This role has given me deep insight into strategic planning, stakeholder management, board engagement and participation and financial management.

I believe my broad but deep experience across the industry in advice and education, business leadership, stakeholder engagement, strategic planning and execution enables me to bring insight and skills for engaging and delivering to all stakeholders that Financial Advice New Zealand seeks to serve.

Financial Services Work History

May 2020-present:

- Financial Advice Provider Services Ltd – Managing Director
    - A new company I have established with the purpose of support to Risk Advisers who hold or intend to hold their own FAP License to become market leaders in Business Risk advice
    - FAP Services provides technology, training, coaching and market development

April 2017-present:

- Thrive Consulting – private consulting company I set up through which I provide services to the industry. Recent projects include:
    - Development and facilitation of a Business Development Managers training programme in Business Risk for a major insurer
    - Development and presentation of Business Risk workshops for the IFA/PAA roadshows in 2017
    - Development and presentation of webinars for the IFA during 2017
    - Development and facilitation of public workshops in Microbusiness Risk Advice
    - Development of resources and an end to end process for Buy and Sell arrangements for a major professional trustee organization
    - Establishing and facilitating a post training adviser coaching and mentoring programme

January 2007- present

- Triplejump Group Holdings Limited - Founder and Managing Director
- Key highlights
    - Grew franchise adviser business to 14 across NZ between 2007-2012
    - Led the development of the end to end advice processes embedded into the Triplejump system based on professional practice standards and good practice
    - Managed the development of the Triplejump Fintech cloud risk advice platform and the customisation for NZ, UK and Australia regulatory environments
    - Established strong relationships across Australia and the UK with Life Insurers and Reinsurers

- Undertook the research on the Australian and UK financial services regulation to enable customisation of the Triplejump platform for those markets
- Led the development of Triplejump's extensive adviser and administrator support training programmes in Personal and Business Risk
- Managed the development of the Triplejump Learning Pad – an online LMS platform and extensive e-module programme aligned to the NZQA unit standards and with embedded competency assessment
- Managed the development of tailored HR resources for the Life Risk sector including an Adviser Candidate recruitment profiling tool and 10 Rubrics for assessing adviser capability, competency and development needs
- Led capital raising for over NZ$7M
- Secured $1.9M of Callaghan Innovation grant funding
- Established high brand awareness amongst Legal and Accounting professionals on the importance of Risk Advice
- Effective engagement with Triplejump's professional external Board of Directors and Triplejump's 90+ shareholders

January 1996-2006

- Assurance Brokers – Founder and Adviser
- Key Highlights
    - Built very successful Personal and Business Risk advice business
    - Built core advice templates and process
    - Developed and facilitated Business Risk training via Adviserlink to over 400 advisers
    - Played a key role in the development of bespoke Business Insurance product solutions for an insurer and their reinsurer
    - Held key positions in the IFA at council and branch level
    - Successfully implemented a succession plan to enable me to transition to the launch of Triplejump

<u>Key Attributes</u>

- Strong strategic thinking and strategy implementation skills
- Strong business planning
- Financial Management skills
- Excellent communication and presentation skills
- Highly developed stakeholder engagement and stakeholder management skills
- Strong team leader and participant
- Highly organised
- High energy and passion

Click the image below to view Cecilia's video in support of her nomination