



November 2024

Appointment Notice

Royal London Ireland welcomes Paul Sutton to the team as it continues to enhance broker relationships and further grow the business

Royal London Ireland announces the appointment of Paul Sutton as Pension Sales Lead. Paul joins Royal London Ireland from FNZ Group, where he held the position of Sales Director for FNZ (Europe) DAC. He brings extensive experience in sales leadership and business development within the financial services sector.

Daragh Feely, Royal London Ireland Sales Director, commented on the appointment, saying, “We are delighted to welcome Paul on board, the knowledge and expertise he brings with him will add great value to the support Royal London Ireland can offer Financial Brokers. Paul has a well-established career in Ireland's financial services industry and is held in very high regard by his peers. We know he will bring fresh perspective and a wealth of expertise to the team.”

Commenting on his new role, Paul Sutton said,

“This is a very exciting move for me. I look forward to working closely with the Royal London Ireland team and our valued Financial Brokers. My ambition is to drive business growth while strengthening and expanding the support base and adviser proposition in the market. My past experience working with, and for, brokers has allowed me to see firsthand the challenges faced by advisory businesses. It is my intention to help brokers overcome these challenges and to identify and capitalise on the opportunities that present themselves.”

Paul is a highly experienced senior executive and sales leader, having worked with top international financial services organisations at the highest level for the past 36 years. He founded and grew The Trusted Advisor Group, an outsourced business consultancy for

financial advisors, which he successfully sold to Ireland's largest stockbroking firm. His career further evolved when he was headhunted to develop and launch a disruptive distribution channel, Mercer Strategic Wealth, in the retail financial planning market for Mercer (Ireland).

More recently, Paul was responsible for introducing a global platform technology company, FNZ, to the Irish market. With a strong background in strategy, business development, sales growth, marketing and M&A activity, Paul has built a reputation for leadership, strategic thinking and team building.

Paul's expertise in coaching, mentoring and relationship-building at all levels of business - coupled with his board and executive leadership team (ELT) experience - make him a valuable asset to Royal London Ireland.

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