



Press Release

Royal London Ireland Appoints Former Hurling Star Brendan Cummins as Senior Broker Consultant

Leading provider of life insurance and pensions in Ireland, Royal London Ireland, has appointed former Tipperary hurling star Brendan Cummins to its Sales team as Senior Broker Consultant. Brendan brings more than 25 years of experience in the financial services sector, beginning his career as a Financial Advisor with a major Irish bank. During sixteen years in that role, he developed strong expertise in client relationship management, investment planning, and financial strategy. For the past nine years, Brendan has worked in the life and pensions industry, further honing his skills in retirement planning, protection solutions and broker consultancy.

A celebrated hurler and coach, Brendan played as goalkeeper for the Tipperary senior team and is widely regarded as one of the greatest goalkeepers in the sport's history. As part of the Tipperary hurling team, he has won two All-Irelands and five Munster senior hurling championships. At an individual level he has collected five All-Star awards during his career. Currently, he is the manager of the Tipperary under-20 hurling team who won the All-Ireland against Kilkenny in 2025.

In his new role as Senior Broker Consultant, Brendan will work closely with brokers across Ireland, providing expert guidance on a wide range of life and pension products. His extensive background across both banking and insurance sectors gives him a unique perspective on delivering tailored financial solutions that meet clients' evolving needs.

Based in Dublin, Royal London Ireland, is a leading provider of life insurance and pensions and a wholly owned subsidiary of The Royal London Mutual Society Limited, the UK's largest mutual life, pensions and investment company.*

Speaking of the appointment, **Daragh Feely, Sales Director, at Royal London Ireland**, commented,

“Brendan’s appointment is an exciting development for Royal London Ireland and for our Financial Broker network. He brings a rare combination of extensive financial expertise and practical market insight, built over more than 25 years across banking and insurance. In his new role, Brendan will work closely with brokers to help them deliver tailored, compliant solutions that address the specific needs of their clients.

“Beyond his professional experience, Brendan’s leadership, discipline, and teamwork – honed over years as one of Ireland’s most celebrated hurlers – bring energy, focus, and a collaborative spirit to the Royal London team. His appointment strengthens our commitment to supporting brokers with the knowledge, tools, and guidance they need to provide real value to their clients. We are thrilled to welcome Brendan on board and look forward to the positive impact he will have across our broker network”.

Reflecting on his new position, Brendan said,

“I’m delighted to be joining Royal London Ireland and look forward to helping Financial Brokers in Tipperary, Kilkenny and Waterford to get the best results for their clients. Over the years working in financial services, I’ve seen how a strong partnership with a broker consultant giving good quality support and service to a broker can make life easier for clients and therefore grow the business.

“Having competed against Royal London Ireland over the years they are of course well known to be a leader in the protection market. The launch of a PRSA contract has been a game changer and that has seen huge growth in the broker support base which has certainly caused a stir. What makes it different for me is the consistently strong service levels to support brokers placing business with them and this was a key reason for me joining the team.”

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Notes to the Editor:

About Royal London Ireland:

Royal London Ireland has a history of protecting its policyholders and their families, and it is committed to continue to do so for a long time to come. Our heritage in Ireland is 190 years starting when the Caledonian Insurance Company's first office opened on York Street, Dublin 2 in 1834. Today, Royal London Ireland is owned by The Royal London Mutual Insurance Society Limited – the UK's largest mutual life insurance, pensions and investment company, and in the top 30 mutuals globally*, with assets under management of €211 billion, 8.6 million policies in force and over 4,800 employees. Figures quoted are as at 30 June 2025. Royal London Ireland's office is based at 47-49 St Stephen's Green, Dublin 2.

*Based on total 2022 premium income. ICMIF Global 500, 2024