

director.

Jonathan Watts-Lay, Sales and Marketing Director, WEALTH at work

Jonathan Watts-Lay is a founding Director of WEALTH at work having been dedicated to its development and subsequent launch in 2005.

Jonathan has a sales and marketing background and holds both a MBA and the Diploma of the Chartered Institute of Marketing. He began his career at Nationwide Building Society where he progressed to product manager for mortgages and life assurance.

Jonathan then spent over five years working for SHL Group PLC, a leading HR consultancy, firstly as its Sales and Marketing Director where he increased revenues significantly leading to a successful IPO and then developed its e-commerce business which he launched in Europe, North America and Asia. Jonathan then moved to a start-up company in the telecoms sector before joining JPMorgan Asset Management responsible for its marketing in the UK and Scandinavia and running the multibillion retail direct asset business. Jonathan has significant experience in segmenting and identifying profitable customer profiles within the retail asset management sector.

Jonathan is a recognised commentator on financial services including pension changes and is a frequent speaker at roundtable and workshop events.

Jonathan looks after sales and marketing activities for the whole business and in particular is responsible for managing large corporate relationships.