

Meet The Team

Steve Ayers
Business Growth and Recruitment Director

One.
Financial
Solutions



About me

I've over 30 years' experience within the financial services industry and am privileged to have worked within some of the industries' leading banking institutions, finance houses and wealth firms. I joined HSBC in 1991 as a financial planning manager, went on to become an area director with Barclays and then head of private banking with Lloyds. More recently I've been engaged as a business development consultant, taking on a variety of lead roles within the private banking / wealth sectors, principally to grow new businesses.

During my career I've met and worked with some excellent people, both colleagues and clients and have led teams of up to 300 people. I've also been involved in several start-up projects where I've been asked to create and develop financial / wealth advice teams from scratch.....

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About me cont....

A particular challenge was to help build a niche wealth firm for an international wealth management firm – it was a period where I focussed purely on recruiting top-quality advisers for what became a very large network.

This is an aspect of my job that I truly enjoy. Recruiting new advisers, mentoring them and helping them to flourish is incredibly rewarding, particularly when the development process leads to them having their own successful careers and businesses.

My latest role is to support One Financial Solutions with their growth strategy and help them become a key 'disrupter' within the financial advice market; my aim being to recruit and bring together quality advisers, and then help them grow and develop their businesses using the knowledge and infrastructure of an established firm

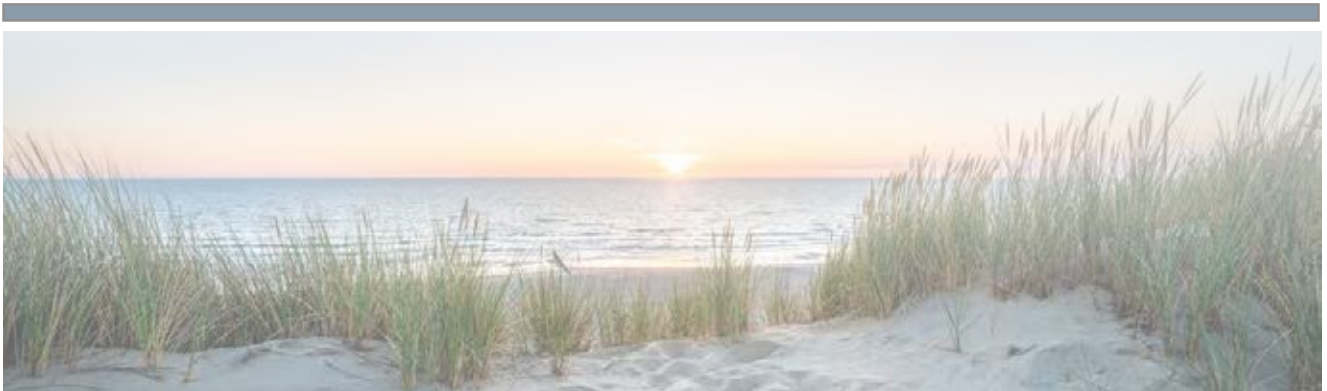
What my ex-advisers say about me

"I had the pleasure of working with Steve at Barclays Premier. He has unlimited enthusiasm and passion for those working for him; their personal development being his main priority. This builds both trust and great relationships within his teams which, in turn, results in highly capable, confident and very productive individuals. In fact, I strongly believe his positive and approachable lead moulded me into the successful, highly-focused person I am today! I would strongly advise having Steve as a lead if you want to motivate and inspire people within your business."

**Carla Smith
London, July 2011**

"Steve is the best manager I have ever worked for. He has a great eye for talent and was key to igniting my career in banking – he believed in my potential and agreed to develop me to the best of my ability. As a result of his support and leadership, I reached 'top-three' relationship manager status with Barclays in the first year of my job! Steve gave me the motivation and strength to keep pushing for greatness. Thanks, Steve, for giving me the break I needed to be where I am now in my career."

**Ihab Al-Derzi
London, June 2011**



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