



FINANCIAL
SERVICES
INSTITUTE
of Australasia

FINSIA APPOINTS CHRIS WHITEHEAD AS NEW CEO

Finsia, Australasia's peak financial services association, today is pleased to announce the appointment of Chris Whitehead F Fin as its new Chief Executive Officer, commencing 26 September 2016.

Chris has over 30 years' leadership experience in financial services and information technology. He was the CEO of Australia's largest customer-owned financial institution, CUA between 2009 and 2015 and during this time completely transformed its core banking systems and grew the business to over \$10 billion in assets.

Finsia President David Gall SF Fin said: "Chris is a highly regarded and dynamic industry leader with a strong track record in business transformation, innovation and building strong customer focused cultures. These attributes are crucial as Finsia continues to transform its member offering and improve financial performance".

"Finsia wants to play a significant role in lifting professional standards and the capability of the financial services industry and we are delighted that Chris has taken on this leadership role," Mr Gall said.

Commenting on his new appointment, Mr Whitehead said: "Finsia has a vital role to play in our industry as it adjusts to changing consumer and regulatory expectations, economic challenges and new technology. I am delighted to have a role in leading this change for Finsia and the industry."

"We remain committed to helping Finsia members develop their careers, and will continue to provide support to keep members abreast of changes in the sector. Building professionalism, diversity and capability are core mandates for the association now and into the future.

"Finsia will work with members, the industry and other stakeholders to ensure the Australasian financial services industry maintains its strength and reputation for the ongoing benefit of members and the broader community," he said.

Mr Whitehead is a non-executive director of FundX and Direct Money. Prior to his appointment as CEO of CUA, Mr Whitehead was Regional Director at the Bank of Scotland in the UK and Chief Executive, Retail Banking at BankWest.

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Finsia. Where the financial leaders go.

Finsia — the Financial Services Institute of Australasia — is Australasia's premier membership organisation for the financial services industry.

Finsia advances our members' careers by building their capability and professional standing — and by connecting them to leading content, insights and influential networks. Finsia also plays a vital role in strengthening the financial services industry through policy initiatives and respected credentials that drive rigorous professional standards.

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