

## Biographical Notes

### **Fay Goddard, Hon FCII, CertPFS** *Chief Executive*

Fay Goddard started her insurance career in the pension department of Norwich Union, following which she successfully ran a succession of small businesses whilst raising her family.

In 1990, she re-entered financial services as an office manager in a regional IFA firm, where she soon qualified as an IFA. In 1995 Fay was headhunted by a larger IFA firm where she had responsibility for compliance, training and technical support. She was also the firm's pensions transfer specialist.

In 1997 Fay moved to the IFA Association as their technical officer. Subsequent promotions saw her rise to Technical Director at the IFAA and on the establishment of AIFA, she became its Director of Policy. In 2005, Fay was appointed Deputy Director General of AIFA but maintained her responsibilities for policy development.

Fay took up her current position of Chief Executive of the PFS in July 2008. She is well known to regulators, politicians, the media, insurers and advisers alike. Fay brings a wealth of experience to the role, combining her advisory background and policy knowledge to ensure that the PFS is seen as the professional body of choice.

In 2006, Fay was awarded an Honorary Fellowship of the CII for her outstanding contribution to financial services.

In September 2008 Fay was appointed to the European Financial Planning Association (EFPA) Board and in June 2009 was appointed as a Governor of the Pensions Policy Institute (PPI).

*September 2011*