

**12 March 2024****Asset Alliance Group appoints Chief Technology Officer to manage growth and innovation**

Experienced organisational change expert, Amanda Figg, has joined the leadership team of Asset Alliance Group as Chief Technology Officer to support a programme of transformation across the business.

Figg previously worked as an independent management consultant, supporting a number of organisations such as RBC Brewin Dolphin, Marsh, AXA UK and Hiscox.

“Asset Alliance Group has great growth opportunities ahead and a really big appetite for innovation. I’m excited to support the company’s technology, data and change aspirations to help achieve its strategic goals,” she says.

Leaning on her successful track record of delivering diverse and complex organisational wide programmes for specialist insurance, banking, asset management and hedge funds, Figg’s role includes leveraging technologies and data to improve customer outcomes.

She will also be supporting transformational change at Asset Alliance Group’s parent company, Arbuthnot Latham.

Willie Paterson, Chief Executive at Asset Alliance Group, says: “We’re delighted to have Amanda join the team at such a crucial point in our ambitious growth strategy. We have a progressive agenda for change across the company and her vast experience will be vital in helping us to quickly drive developments forward in 2024 and beyond.”

Figg will be leading a number of innovative investment projects, including the integration of the current business system with key new technologies. This is designed to unlock new opportunities for the business in insight, data and additional customer support initiatives.

Her appointment comes just a month after Asset Alliance Group appointed transport policy and public affairs specialist, Robert Gwynn, as Strategic Development Manager.

**ENDS****Note to editors:**

Asset Alliance Group has redefined the way companies acquire transport and logistics vehicles and occupies a unique position in the market, as it uses its own funds and significant buying power to supply multi-brand truck, trailer, bus and coach vehicles on any combination of contract hire, operating lease, finance lease or hire purchase. This flexibility, combined with a transparent and consultative approach, helps customers drive maximum efficiency from their fleets.

Asset Alliance Group also stands out for maintaining full control of residual risk through its retail arm, which protects customers from overly strict return conditions commonplace in the industry.

The Group operates across five UK sites and is headquartered in Wolverhampton.

For further information, please contact:

Mark Bisson or Dan Jones at Garnett Keeler PR

Tel: 020 8647 4467

Email: [mark.bisson@garnettkeeler.com](mailto:mark.bisson@garnettkeeler.com) or [dan.jones@garnettkeeler.com](mailto:dan.jones@garnettkeeler.com)

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