

Rob Clifford appointed Managing Director of Virgin Money UK



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Press Release Summary: Virgin Money UK, the financial services division of the Virgin Group has strengthened its management team with the appointment of Rob Clifford as UK Managing Director

Press Release Body: Prior to joining **Virgin Money**, Rob was Chief Executive at Mortgage Force and has over 20 years experience in financial services. A serial entrepreneur, he has led a number of successful start-ups and has a proven track record of creating significant shareholder value, as well as having been repeatedly elected to the boards of regulatory and trade bodies.

Rob Clifford will join the firm on 6 January 2009* and will report into **Jayne-Anne Gadhia** who will now drive the worldwide financial services strategy forward. **Virgin Money** has a presence in the UK, Australia, South Africa and USA.

Virgin Money UK has seen strong growth since 2003 (CAGR 30.50%) and in his new position as **UK Managing Director, Rob** will be tasked with ensuring the business continues to grow quickly and profitably across credit card, protection and investments, as well as developing a new mortgage proposition for the business.

Jayne-Anne Gadhia, Executive Chairman of Virgin Money worldwide said: *'I am delighted that Rob Clifford has agreed to join us. He has focused on value creation throughout his career and will bring his vast experience of the UK financial services market to make a major contribution in shaping and growing the Virgin Money business in the UK.'*

Rob Clifford said: *"I've spent over 20 years in financial services and been lucky enough to build several successful businesses with fantastic colleagues during that time. About 10 years ago I met Jayne-Anne Gadhia and became a fan of Virgin Money. We always believed that we'd eventually create the right opportunity to work together and now is that time."*

Rob added: *"Having made massive emotional and physical investment in building businesses which became trusted and admired, there was no way I could miss an opportunity to become a custodian of one of the most powerful brands around. Virgin is all about being passionate, challenging and innovative and I'm certainly up for the challenge."*

* Subject to regulatory approval

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About Virgin Money
Virgin Money is Virgin's financial services arm and was established in 1995.

Virgin Money has over two million customers and offers a wide range of financial products across lending (e.g. [credit cards](#) and [personal loans](#)), [savings](#) (e.g. deposits, investments and [pensions](#)) and protection (e.g. life insurance, [home insurance](#) and [car insurance](#)) to the UK market.

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