



L&G's Retail business announces new Distribution Director

L&G has today announced the appointment of Cecilia Furner to the enhanced role of Distribution Director of Retail Retirement, leading Home Finance's distribution team alongside Retail Annuities'.

In her newly created role, Cecilia will help drive more integration across the Retail Retirement teams, with responsibility for developing sales and business strategies to support growth and provide market-leading services. Cecilia, who joined L&G in 2018, has 25 years of experience in financial services, including senior roles across business development, strategic partnerships and distribution.

The change is being made as the current Distribution Director of Home Finance, David G Jones, retires after more than four decades in the industry, including 38 years at L&G. David has held a range of senior positions within L&G, including seven years as Sales Director of its Retail Protection business. During his time at L&G, David has championed the use of data and insight to drive performance.

Ahead of his retirement at the end of the year, David will hand over leadership of his distribution team to Cecilia from the 1st November 2025. As part of the changes, Rob Miles, Head of Intermediary Sales, and Nick Birdseye, Strategic Partner Development Director, will join Cecilia's team.

Ali Crossley, Managing Director, Distribution at L&G: "The changes to our distribution team's leadership brings our distribution expertise together, supporting our ambition to build a simpler, better-connected L&G. It also allows us to expand our reach with firms and advisers in the later-life finance space - an area that's becoming increasingly important in retirement planning.

"David has been an incredible force for L&G and the wider industry during his career, championing innovation through data and insight. We wish him the best for his retirement and thank him for his invaluable service to the sector."

David G. Jones, Managing Director, Distribution for L&G's Home Finance business, added: "My 38 years with L&G have been immensely rewarding. I've been privileged to work with great teams across the business all with the aim of supporting customers to achieve the best possible outcomes. The distribution team goes from strength to strength, and I'm delighted that Cecilia and her expert team will continue to lead and deliver enhanced services for advisers and clients."

Cecilia Furner, Distribution Director, Retail Retirement at L&G: "I'm delighted to be taking on this enhanced role and to be joining the Home Finance team in its mission to make equity release a more mainstream product for people looking to achieve their later-life goals. These exciting team changes will help drive more integration between our Home Finance and Retail Annuities businesses.

"I look forward to working with our brilliant expert team as we support our partners and deliver enhanced services for financial planners and their clients."

-ENDS-



Notes to editors

About L&G

Established in 1836, L&G is one of the UK's leading financial services groups and a major global investor, with £1.1 trillion in total assets under management (as at FY24) of which c. 44% (c. £0.5 trillion) is international.

We have a highly synergistic business model, which continues to drive strong returns. We are a leading player in Institutional Retirement, in Retail Savings and Protection, and in Asset Management through both public and private markets. Across the Group, we are committed to responsible investing and dedicated to serving the long-term savings and investment needs of customers and society.

About our Retail business

L&G's Retail business is a leading provider of retirement and protection solutions. We aim to support our 12.4 million customers throughout their financial lifetimes.

We focus on helping the customers of today and tomorrow achieve better long-term outcomes. We use the latest technology to connect with them quickly, efficiently and wherever possible in highly personalised ways.

As at the first half of 2025, our workplace pension platform served 5.6 million members, with net flows of £4 billion. Retail annuity sales were £745 million and lifetime mortgage advances (including retirement interest only mortgages) were £104 million. Our retail protection gross premium income was £771 million.

About DC and Workplace Savings

DC & Workplace Savings bridges our Retail and Asset Management businesses. It exemplifies both our synergistic model and our commitment to our clients, savers and society, uniting our expertise in managing assets with our deep customer knowledge and ongoing member journey innovation.

It's currently looking after the retirement savings of 5.6 million members, with over £180 billion in DC AUM and the sector's largest commercial Mastertrust. By serving nearly one in 10 automatically enrolled UK adults in tech-driven, highly personalised ways, it plays a vital role in supporting better long-term financial outcomes nationwide. With a target of £40-50bn of cumulative net flows into it by 2028, it's also a very important part of our broader long-term strategy.

Further information

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