

Media release

27 May 2019



Bell Direct appoints Head of Sales and Marketing

Bell Direct has appointed Tim Sparks as Head of Sales and Marketing, as the innovative online broker continues to expand its offering and grow market share.

Tim brings over 18 years' experience to the role, joining from Vanguard Australia where he was the National Manager, Broking and Wealth Management. Prior to Vanguard, he held senior roles at iShares Australia, Mariner Financial and CommSec.

In the newly-created position, Tim will be responsible for leading the Sales and Marketing function across Bell Direct, Desktop Broker and Bell Potter Online. A key focus will be driving investor and adviser take-up of Bell Direct's growing suite of innovative products and spearheading new initiatives.

Arnie Selvarajah, CEO of Bell Direct, said: "We are very pleased to appoint someone of Tim's calibre to the role and look forward to him joining the team.

"Tim's expertise and fresh perspective will be invaluable as the organisation continues to evolve to meet the needs of our clients. As the only broking platform in Australia with an end-to-end technology solution, we are well-positioned to respond and adapt to the rapidly changing market dynamics," Mr Selvarajah added.

Tim commences in the role on 27 May 2019.

ENDS

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ABOUT BELL DIRECT

Bell Direct is Australia's leading online stockbroker. Launched in 2007, Bell Direct brings real value and innovation to traders and investors with uncomplicated pricing plans, speed, and value for money.

Bell Direct is a fully-owned subsidiary of Bell Financial Group (ASX: BFG), a full-service broking and financial advisory firm with a strong track record of providing high quality, professional advice to private, institutional and corporate investors.