

**MEDIA RELEASE**

**13 August 2009**

**GENESYS ANNOUNCES THREE STRATEGIC APPOINTMENTS**

**Three experienced wealth management industry professionals have been appointed to key roles within Genesys Wealth Advisers, Chief Executive Officer Greg Kirk announced today.**

Mr Kirk said that Kerry Anderson, currently the Risk Product Manager at CommInsure and formerly National Technical Manager – Risk at Westpac, has been appointed Head of Life Risk at Genesys Wealth Advisers.

Discussing Ms Anderson's new role at Genesys, Mr Kirk said she brought a high level of technical specialist skill and extensive knowledge regarding claims, underwriting and risk advice development.

Mr Kirk said Ms Anderson has excelled at managing escalated claims to resolution by being an advocate for the client, the adviser and the dealer group.

During her seven years at Westpac, Ms Anderson was involved in several highly contentious claims as well as managing all FICS cases.

Ms Anderson also played a key role in building the risk insurance business at Westpac/BT and subsequently at Asteron.

"As many of our firms are keen to grow in the risk space, Kerry will also be focusing on assisting in the overall growth of risk production across our business," Mr Kirk said.

Mr Kirk also announced that Helen Richardson and Jerome Bodisco have joined the Genesys Wealth Advisers Research Team in full-time roles after working for several months as contractors supporting Genesys' research function.

Mr Kirk said that in the 4 months since Ms Richardson and Mr Bodisco joined Genesys as consultants; they had forged new relationships, improved the firm's internal processes and worked towards taking its research services to the next level.

Ms Richardson has been appointed to the role of Manager Research Services. In this role, she will be focusing on internal and external relationships and the strategic direction of investment research at Genesys. As Senior Investment Specialist, Mr Bodisco will be responsible for assisting advisers in the area of portfolio construction as well as the building and developing of the Model Portfolios.

“The appointments of Kerry, Helen and Jerome highlight the fact that Genesys is attracting very professional managers to our business,” said Mr Kirk.

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**For more information**

Lynette Haines, Communications Manager 02 8876 3460