

Media Release

5 September 2022

BT appoints Head of Marketing as new era beckons

Today BT announced the appointment of Rachael Dickinson as its new Head of Marketing, to lead the businesses digital and customer experience marketing strategy as BT fortifies its agenda to become the undisputed partner of choice as it looks to separate from the Westpac Group.

Rachael joins BT with over 18 years' experience in financial services marketing roles and brings with her extensive experience leading through significant change, including leading the brand and digital transformation for the proposed demerger of AMP Capital Private Markets. Rachael joins BT from her most recent role as Global Head of Marketing, Brand, Digital and Media at AMP Capital.

Kathy Vincent, BT's Chief Strategy and Product Officer said "I am delighted to welcome Rachael to BT. She has exceptional experience across marketing disciplines and deep knowledge of financial services with a local and global perspective."

"Rachael is a highly regarded professional in her field and joins BT at an exciting time as we shape the BT of the future and continue to invest in the contemporary BT Panorama platform and provide enhancements and services that advisers and their clients value," Ms Vincent said.

BT is the leading Australian platform provider with \$149.8bn in funds under administration, and 18.0% market share¹.

Rachael will work alongside the Strategy and Product leadership team reporting to Kathy Vincent and commences on 5 September 2022.

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¹ Plan For Life Platform Wrap Report, March 2022, excluding retail corporate super.