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## **Collidr appoints two new Sales Directors – veterans of UBS and SimplyBiz**

- **With six recent client wins, the appointments further strengthen Collidr’s MPS momentum**
- **New clients with over £2 billion in assets have partnered with Collidr as it drives towards £10bn in its next phase of growth**

Collidr Asset Management has appointed two new Sales Directors, Davinia Rogers and Tim Dingemans, as the firm continues to expand.

Tim Dingemans joins Collidr with over 40 years of experience in investment banking sales, having worked at leading global investment banks Morgan Stanley, ING and UBS. He most recently served as CIO of financial advisory firm Aventur.

Davinia Rogers, a 20-year financial services sales veteran, joins Collidr from SimplyBiz, the leading provider of support services to IFAs. She most recently served as its Investment Services Director, having previously led sales and marketing for its asset management subsidiary Verbatim Asset Management. Davinia has also held senior sales roles at AEGON.

As Sales Directors, Davinia and Tim will be working with advisory businesses, discretionary fund managers and family offices across the UK, promoting Collidr’s suite of solutions for IFAs across asset management, research and technology.

Collidr specialises in building customised investment solutions using institutional capabilities and leading-edge technology to empower its clients to deliver improved investor outcomes. IntelligentMPS is Collidr’s custom model portfolio services solution, leveraging Collidr’s proprietary AI technology to design and deliver for IFAs their unique investment vision.

Symon Stickney, CEO of Collidr says: “We are delighted to welcome Davinia and Tim to our team. We look forward to them helping us grow and helping our IFA partners spend more time with their clients and less time on investment admin.”

“The hires of Tim and Davinia will ensure we provide the highest level of sales and service, and are part of our overall plans to continue to grow our MPS business, to support IFAs who are looking for true, bespoke investment solutions. We’re also gearing up to launch the next iteration of our AI-driven portfolio management platform – something that will help even more IFAs future-proof their businesses.”

**ENDS**

## About Collidr

Launched in 2010, Collidr's operations include an investment management firm, Collidr Asset Management Limited, which is authorised and regulated by the Financial Conduct Authority and uses Collidr's proprietary AI technology, and Collidr Technologies Limited, which offers this technology on a stand-alone basis, in addition to research services, empowering investors to make better investment decisions and digitalise the investment process.

Collidr believes every investor would benefit from a disciplined, systematic approach to managing their investments, one that leverages intelligence-led technology every step of the way.

Partnering with trusted advisers, Collidr Asset Management Limited offers custom model portfolios using Collidr's technology and services, empowering IFAs to achieve their investment vision and philosophy, and deliver the best outcome for their clients. In addition, Collidr works with Wealth Managers, Actuarial Consultants, Private Banks, Life Companies, Pension Scheme Advisors / Providers, Asset Managers, Discretionary managers, Family Offices.

Collidr technology powers global client assets of c£7+ billion.

### **Press contact**

Richard Crossan  
Mattison Public Relations  
Tel: + 44 (0)20 7645 3636  
Mob: +44 (0)7446 375 555