

# Jonathan Purle

jp@purle.consulting

01892 883410 / 07557 537745



## Knowledge Summary

- Strong technical knowledge of Securities, Investments & Pensions – underpinned by a series of high-level qualifications – extending to non-mainstream products, planning methods and non-UK products and structures.
- Sound knowledge of legislative framework (FSMA, RAO, FPO, PCIS/CIS orders), EU Directives and core FCA Handbook modules (SYSC, COBS, COLL, FUND, CASS, TC, IPRU(inv), GENPRU/BIPRU, CRD IV/CRR); working knowledge of framework within major offshore centres.
- Good grounding in legal, financial and actuarial matters; knowledge extends to IT e.g. ASP, VB/VBA, Databases etc.

## Experience Summary

- Authorisations, variations & change-in-control work – spanning advisory firms, discretionary management, Investment Funds and Client Money/Assets.
- This extends to strategic advice on corporate structures and the structure of product or investment chains, marketing and the drafting of regulatory business plans and financials in support of applications.
- Sharp-end FSA/FCA processes: visits (ARROW and thematic), supervision and s.166 reviews, enforcement & settlement.
- Experience of litigation has included drafting ‘expert witness’ reports and being cross-examined thereon, technical assistance in High Court litigation and mediation, representation in small claims and tribunals (inc. Employment & Information Rights).
- Compliance Management: risk assessment, monitoring program design, resourcing, ICAAP, drafting policies and procedures, designing supporting tools and templates for advisers and managing teams (recruitment, appraisal and disciplinary).
- Controlled functions held have included: CF1, CF10, CF11 & CF24/30.
- Training: ranging from compliance training through technical-suitability training (OPS transfers, complex investments, cash-flow forecasting) to designing and implementing formal Training & Competence schemes.
- 15 year track-record of assessing suitability & compliance of complex transactions: product/scheme due diligence, pre-advice sign off (e.g. CF24), past business reviews, FOS/PO complaints and 6-7 figure litigation; review work has extended to loss & redress calculations

## Professional Qualifications

- Associate of the Chartered Insurance Institute (‘ACII’)
- Chartered Financial Planner/Fellow of the Personal Finance Society (‘FPFS’)  
*Papers passed in the process include: G10, G30, G60, G70, K10, K20, CF9, J04, J05, J07 & AF3. Additional ACII papers held cover various risk-management/insurance, legal, finance/accountancy, pensions and actuarial matters*
- Level 6 Diploma, Chartered Institute of Securities & Investments  
*Papers passed include ‘Fund Management’ and ‘Private Client Investment Advice & Management’*
- Diploma Member of the Pensions Management Institute (‘DipPMI’)  
*Papers passed include ‘F: Financing & Investment’ and ‘G: Total Remuneration’*
- Currently undertaking the CSQS of the Institute of Chartered Secretaries & Administrators (‘ICSA’). *Papers completed include Applied Business Law, Corporate Law, Corporate Governance, Financial Reporting & Analysis and Financial Decision Making.*
- Other study/training undertaken previously includes OUBS’ Foundations of Senior Management.

## PRE CONSULTANCY CAREER EXPERIENCE

- September 2009 - August 2012**     *Group Compliance Officer*     **Niche UK & Swiss Wealth Manager**
- Group consisted of a number of authorised firms (advisory & discretionary) with 20+ advisers and £150m FUM at peak with further Offices in offshore jurisdictions. Additionally, it ran its own range of alternative investment funds and was previously involved in launching its own Platform.
- March 2008 - September 2009**     *Technical & Compliance Director*     **Start Up**
- Start-up offering online financial planning, broking and discretionary management. The business was ultimately unsuccessful.
  - Founder director with a broad-based role and including running a small office.
  - Also engaged in an element of Regulatory Consulting with regards to FSA enforcement and skilled-person work.
- July 2006 - February 2008**     *Head of Compliance*     **Large Discount Broker, Investment Adviser & Discretionary Manager**
- This company consisted of 40 or so approved persons, with revenues exceeding £20m p.a., just short of £1bn under discretionary mandates with a further £2bn of assets 'under influence'. Additionally, the firm had an employee benefits business and a small commercial insurance brokerage.
  - I ran a small Compliance team - 2 ½ of us – and held the CF10/CF11 responsibilities (as well as CF24).
  - Major achievements included introducing a bespoke T&C scheme from scratch, a successful ARROW visit based on the relationship I built with FSA and securing support of Board & line-management for my TCF and MiFID implementation plans. I was also involved in the firm's launch of its own Fund-of-Funds
- March 2005 - July 2006**     *Compliance Director/Technical Manager*     **Pensions Bureau/Advisory Firm**
- Firm consisted of 6 advisers, 10 support personnel, 2 working directors (plus 2 others), writing £2m pa. – principally 'volume' pensions business of the type FSA regarded as representing high-risk of consumer detriment.
  - My major achievements were to settle the (pre-existing) FSA Enforcement action with a substantially reduced fine and no past business review and to redesign (and retrain) the sales process and systems around the Pensions Simplification/'A Day' changes.
- July 2001 - February 2005**     *Pensions Technical Manager*     **Largest National IFA Group**
- This was a large quoted IFA Group whose 1,200-1,500 RIs worked on a self-employed basis. I was the Group's lead pensions technician.
  - Subject matter majored on technical aspects of pensions business including: individual occupational transfers, flexible retirement options (e.g. drawdown, non-standard annuity products), SSAs, SPPs & EPPs; most investment aspects and options; windups and bulk-buyouts; trustee investment advice.

*Prior to this, undertook various contracts in respect of Pension Review work (IFA Sector Firms) with work ranging from compliance assessments to loss calculations & settlement. The last year of this (June 2000-1) was spent managing a team of 10 responsible for redressing pension review cases for one of the networks.*

