

## **Jelf targets Cardiff for growth with three new appointments**

Insurance broker Jelf has appointed two new account executives and an account manager at its Cardiff offices as part of a major expansion in South Wales.

Huw Jones and James Davies have been appointed as Account Executives. They are joined by Kate Veal as an Account Manager.

Huw Jones, 36, has worked in the insurance sector in South Wales for more than nine years. He lives in Pontyclun and is a keen sportsman and father of three.

James Davies, 27, from Wenvoe in the Vale of Glamorgan, has worked in insurance in the West of England and South Wales for six years. He also has three children and plays rugby for Dinas Powys and cricket for Wenvoe.

Kate Veal, who has lived in Cardiff for more than 20 years, has worked in the insurance industry in South Wales since she graduated from the University of Glamorgan in 1999. She has 12 years' experience in the insurance sector in South Wales and is married with a four-year-old daughter.

Huw Jones said: "I wanted to work for Jelf because of their reputation. As a larger broker they're able to get the best deals in the industry and yet they're small enough to have that personal touch.

"They're also very ambitious and it's an exciting time for us all to be joining the firm as they implement big expansion plans in South Wales."

Earlier this year, Jelf appointed Julian Hilton as Area Director to spearhead business development in South Wales. He said: “Although we’ve operated in South Wales for many years we’re now embarking on a major programme of expansion across the region and these appointments play a key role in that.

“It’s a good time to recruit with plenty of good candidates looking for their next career move, and we’ve been able to select three people who totally understand the business scene in South Wales.

“They can offer clients bespoke solutions to meet their specific needs. And their individual experience and understanding of the industry will also help us in some of the specialist areas of insurance work we deal with. I’m very pleased to have them on the Jelf team.”

Jelf Insurance Brokers has headquarters in Bristol and more than 30 offices across England and Wales. In the year ending September 30<sup>th</sup>, 2010, it had a turnover of £70 million.

The company provides a full range of insurance services to businesses of all sizes, including specialist insurance in niche sectors and personal insurance to individuals. Jelf’s clients include KFC, S4C and Cardiff Blues.

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