

AFG appoints new Commercial Lending General Manager

Further evidencing its push into the commercial broking market, AFG (ASX: AFG) today announced the expansion of its management team with the appointment of the well credentialed industry figure Keiran Evans to the newly created role of General Manager Commercial.

Mr Evans joins AFG from ANZ where he was most recently head of third party distribution, and in the past held numerous senior leadership roles in SME, commercial and corporate finance including the start up of their third party commercial broker channel.

The appointment is another important indicator that AFG is looking to grow the broker presence in the commercial market.

“The introduction of a GM Commercial role to AFG’s management team will further expand our capacity to focus on the growing commercial lending market,” said AFG Chief Operating Officer David Bailey.

“Working with AFG’s National Manager of Commercial Bob Whetton and National Sales Manager Leasing & Personal Loans Cristian Fedrigo, Keiran will enable AFG to expand its footprint in a market that is currently under-banked.”

Well known to the broker market, Mr Evans brings a wealth of experience and depth of understanding of the commercial lending market.

“The small to medium enterprise (SME) market is one that is growing as more business operators are recognizing the value a broker can deliver in facilitating better service and more choice to meet their individual needs,” said Mr Bailey.

“The recent introduction of the Australian-first technology platform Biz2Credit to AFG’s technology offering will help our brokers increase their penetration into the SME market.”

“Commercial lending for the banks is usually handled regionally and over time the regions have got bigger and the resourcing required to service those customers has not expanded with it.

“This is of course due to a number of factors including the financial reality of the time it takes to get to know an individual customer’s business and be able to see the opportunities.

“Keiran understands this market and we are excited to have someone of his calibre join the team,” said Mr Bailey. “He is the ideal person to head up AFG’s expansion in this growing market.”

“I am delighted to be joining AFG at a time when the company is increasing its reach into the commercial lending market,” said Mr Evans.

“The addition of Biz2Credit to AFG’s commercial lending suite is an exciting evolution for the company, its brokers and for Australian business operators looking for finance.

“The SME market is one that can struggle with access to finance, particularly in the sub \$1million category. Multiple finance options are not something SME operators generally have on the table.”

“I am looking forward to working with AFG to harness this technology to help grow our broker’s footprint in the commercial market and in turn grow the greater AFG business.”

Mr Evans joins the company in early September.

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