

## **Emma Lovell appointed as Chief Executive of the Lending Standards Board**

As the Lending Standards Board (LSB) prepares to celebrate its tenth anniversary, Emma Lovell has been appointed as its Chief Executive.

Emma joins the LSB from R3, the UK trade association for restructuring and insolvency professionals. She will take over from current interim Chief Executive Mark Neale.

An inspirational and analytical leader, as well as a confident public speaker; Emma's extensive experience in strategic, operational and cultural change equips her well to build on the LSB's successes.

The LSB's Lending Standards now protect over 95% of personal and small business customers. Since last July, the LSB has also assumed responsibility for the Contingent Reimbursement Model (CRM) Code, which helps to prevent Authorised Push Payment (APP) Scams and provides a commitment to reimburse customers who lose money through no fault of their own. The organisation also oversees the Access to Banking Standard, governing the measures banks take when they propose to close branches and measures implemented by the Financial Conduct Authority (FCA) to reduce credit card debt.

Emma will be building on all of this work and her first major task will be to take forward the LSB's new mission and strategy, which will be launched at their tenth anniversary event in February at the House of Lords.

Commenting on her appointment, Emma said: "I am delighted to be joining the LSB at such an exciting and pivotal time in its journey. The LSB's renewed mission to drive fair outcomes and protection for consumers within financial services through independent oversight really resonates with me. I want to ensure that consumers and stakeholders fully understand, and continue to support, the LSB's mission and work. I look forward to working closely with the great team at the LSB and its key stakeholders to drive the new strategy forward into 2020 and beyond."

Chris Pond, Chair of the LSB commented: "Emma joins LSB at an exciting stage in its development, as it prepares to embark on its second decade providing independent and rigorous oversight of self-regulation intended to ensure the highest standards of consumer protection. Although Mark Neale will be a difficult act to follow, we are delighted that someone of Emma's exceptional leadership skills has agreed to join us. She will be an inspiring and authoritative leader, who will – I am sure – cement partnerships with our key stakeholders and take us confidently on the next stage of LSB's journey".

## **About the Lending Standards Board**

The Lending Standards Board's vision is to ensure that all personal and small business borrowers receive a fair deal from their lender as set out in the voluntary Standards and Codes we oversee. Find out more about the Standards and Codes we govern here: [www.lendingstandardsboard.org.uk](http://www.lendingstandardsboard.org.uk)

For more information about the LSB's involvement in the CRM code, visit: [www.lendingstandardsboard.org.uk/contingent-reimbursement-model-code/](http://www.lendingstandardsboard.org.uk/contingent-reimbursement-model-code/)

The LSB's full staff team can be found here: [www.lendingstandardsboard.org.uk/who-we-are/](http://www.lendingstandardsboard.org.uk/who-we-are/)

Prior to joining R3 as CEO, Emma was Chief Operating Officer from January 2017 to January 2018. Previous to this, Emma also held the position of Director, as well as a number of other senior roles which spanned the organisation's operations from governance, compliance, memberships and marketing.

Mark Neale is standing down as interim Chief Executive of LSB to take up a new position as Chief Executive of the Bar Standards Board.

Information about the Board, can be found here: [www.lendingstandardsboard.org.uk/our-people/](http://www.lendingstandardsboard.org.uk/our-people/)

For media queries relating to the CRM code, contact Lola Reid at Portland Communications:

- Email: [lola.reid@portland-communications.com](mailto:lola.reid@portland-communications.com)
- Telephone: 0207 554 1751