



news release

FIRSTASSIST LEGAL EXPENSES INSURANCE LIMITED MAKES TWO NEW SENIOR MARKETING APPOINTMENTS

FirstAssist Legal Expenses, leading independent provider of legal expenses insurance, has announced two further appointments to their new Marketing team. Following the recent recruitment of Graham Hollebon as Head of Marketing and Strategy, Donna Napieralla joins as Proposition Development and Marketing Manager. Donna has previously worked for L-TSB in the UK and Sovereign Finance in New Zealand. She is joined by internal appointee Suzanne Northam who has extensive experience in pricing and sales development. Graham Hollebon commented,

“We’re starting to get some real momentum in this business. We have some excellent product innovation ready to bring to market and we’re starting to punch at our weight across both the BTE and ATE markets. The foundations are in place for next year to be our most successful ever.”

Notes For Editors:

FirstAssist Legal Expenses Insurance Limited is a leading provider of Legal Expenses Insurance to individuals and companies on both a before-the-event and after-the-event basis.

FirstAssist Legal Expenses Insurance Limited is a sister company of FirstAssist Insurance Services Limited, a leading provider of added value personal insurances and assistance services delivered on a white label basis, including income protection, health cashplan, travel and personal accident.

For more information please visit www.firstassistlegal.co.uk