



## Media Release

# Changes to Sentry Group structure readies group for future growth and industry opportunities

**Monday December 14, 2015.** Sentry Group Chairman and CEO Murray Hills has today announced a number of changes to the business and management structure to position the organisation for strategic growth and set the foundation for the group in 2016 and beyond. 2015 has been a milestone year for Sentry as the group celebrated its 10<sup>th</sup> anniversary in May and also successfully integrated the acquisition of Wealthsure into the organisation.

“The financial services industry is rapidly changing and the changes to our business structure will capitalise on the opportunities that this dynamic environment will present in the years ahead. These changes position Sentry to deliver on our strategy and to provide services and support for our advisers that will assist them increase productivity, efficiency and client engagement,” said Hills.

Sentry has enviable track record and is professionally managed, profitable and well resourced. The restructure will build on these strengths with the establishment of four core divisions and functions – **Business Development, Business Solutions, Compliance and Corporate Services**. These will be headed by:

<b>Daniel Parry</b>	Head of Business Development & CIO
<b>David Newman</b>	Head of Business Solutions & Executive Director
<b>Hanna Abdullah</b>	Head of Compliance & CRO
<b>Bryan Hills</b>	Head of Corporate Services & Executive Director

Under the new operational structure, Sentry will maximise its scale and build on its reputation as a non-institutionally aligned independent dealer group dedicated to assisting and supporting its advisers to improve practice efficiencies, leverage technology and enhance the provision of professional advice to clients.

Hills also announced a new branding to reflect the entire group business and Sentry’s strong position with the logo symbolizing the strength and connectivity between all aspects of the organisation.

A new website is also under development and will go live within the next two weeks.

Reflecting on the year as it comes to a close, Hills said that from a base of zero a decade ago, Sentry has grown steadily and today is the 4<sup>th</sup> largest of the non-aligned independent dealer groups operating in the financial advice sector. “This is quite an achievement considering everything the economy and industry has experienced over the past 10 years with so many well known brands disappearing from the landscape”.

“Although Sentry has successfully weathered the challenges of change and capitalised on the opportunities, there are still many more to come. I am confident that the new structure together with a very experienced executive team will make Sentry a strong industry leader and brand driving profitable business growth and adviser value over time.”

**ENDS**

**Issued by Sentry Group Pty Ltd**

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