**Wealth Wizards appoints former Prudential director**

For immediate release

Peter Coleman, former CEO of Positive Solutions, and Financial Planning and Strategy Director for Prudential’s advice division, has joined MyEva’s parent company Wealth Wizards, the digital financial advice scale-up, as Chief Commercial Officer.

The appointment is now the second to be announced in the past few weeks and comes just after the fintech welcomed new chairman Scanes Bentley, a former director for Accenture.

Coleman’s background lies in business development and driving mergers and acquisitions, as well as leading successful transformations on behalf of organisations such as IFA network Burns-Anderson, where he significantly increased profits and led on the delivery of multi-million pound returns for shareholders and investors and Positive Solutions which he turned around to profit, led through the RDR and sold to what is now Quilters on behalf of its shareholder AEGON.

Andrew Firth, founder and chief executive of Wealth Wizards, said: “Peter’s vast commercial experience is already proving invaluable to MyEva and other Wealth Wizards brands. The strategies he has in mind for growing the company are impressive and we can’t wait to see how much he will impact the business in the coming months and beyond.”

Earlier this year, Wealth Wizards was identified as a global innovator, joining the likes of eToro as a WealthTech100 company.

For further information, please visit the [MyEva](http://www.myeva.com) website.

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**Notes to editors**

For more information on MyEva, Wealth Wizards, interviews with Peter Coleman or Andrew Firth, contact Andrea Bruce at [abruce@foco-global.com](mailto:abruce@foco-global.com) and/or visit [Wealth Wizards online](https://www.wealthwizards.com/).

**MyEva**

MyEva is a fully-regulated digital independent financial adviser, bringing the best of human and artificial intelligence together. The user-friendly chatbot takes people through a simple financial health-check, helps them prioritise their goals with guidance and ideas and provides regulated advice on pensions and investments. MyEva is supported by a team of human advisers and partners to handle more complex advice situations. She also provides employers with anonymised information about their employees’ financial wellbeing, enabling them to build better benefits packages.

**Wealth Wizards**

Wealth Wizards was founded in 2009 with one aim: to use technology to make expert financial advice affordable and accessible to everyone. They have pioneered the combination of chartered financial planning with smart software engineering to deliver expert advice at an affordable cost via the internet. Headquartered in Leamington Spa, Wealth Wizards’ more than 80 employees are dedicated to providing seamless experiences across all of its products and services, empowering advisers and employers to help people make better financial decisions. Wealth Wizards Benefits Limited is authorised and regulated by the Financial Conduct Authority.