

BEST PEOPLE-FOCUSED CEO OF THE YEAR

WINNER

DAVID KAYE, PUMA CAPITAL GROUP

Judges were wowed by this CEO's consistency, conviction and impact. Having navigated the business through times of challenge and transformation, this exemplary leader's empathetic style showcases crisis management and people-focused care at its very best.

Puma Capital Group's founder and CEO David Kaye heads up a team of 140 people across four UK locations. After establishing the business 13 years ago, Kaye actively pivoted the company's culture away from an initial focus on financial results, which unintentionally resulted in a toxic working culture and an unengaged workforce.

While refocusing the business on values, Kaye immersed himself in all facets of purpose-driven initiatives. He led an overhaul of staff benefits, making them much more comprehensive. He spearheaded the company's B-Corp application, set up a Puma Foundation which commits the business to donating a proportion of its profits to charity, and he currently chairs Puma's ESG committee, to name a few elements of his leadership.

Visibly demonstrating his commitment to diversity, equity and inclusion, Kaye has participated in initiatives including a panel discussion for the firm's International Men's Day



SHORTLISTED

- Emma Haddad, St Mungo's
- David Hynam, LV=
- Rob Singer, Exclaimer
- Richard Thompson, ANS Group

staff event. The company is a founding member of the Progress Together programme, which supports wider access to careers within financial services, for disadvantaged people. This year, the business also joined the Talent Tap programme too, to further grow its internship offering.

Kaye has encouraged and supported changes

and personally drafted a response, championing the company's belief in inclusivity for all.

Judges commended Kaye for being a consistent advocate for marginalised groups at work, praising "his involvement in seemingly small but vastly impactful lived experience issues around DEI". They noted Kaye's kindness and complimented his personal approach to business; for example, he hand-writes a thank-you card for every member of staff at each year's end.

As for the business' financial performance, the results of Kaye's purpose-driven leadership speak for themselves: Puma Capital Group has a 91% CEO approval rating on Glassdoor. It has ranked in Great Place to Work UK's Best Place to Work scheme for three years in a row, too. This year it achieved a score of 90, against the UK average of 54. Additionally, the business has significantly lower staff turnover (of 8.44%) than that of the financial services industry, which on average stands at 18.86%.

"This CEO champions positive workplace culture," judges noted, applauding Kaye as highly deserving of this year's trophy. From where we sit, Kaye truly exemplifies what committed, visionary C-suite leadership looks like.