



PRESS RELEASE

AHC EXPANDS ON THE GROUND EXPERTISE IN AMERICA WITH KEY APPOINTMENT

10 JULY 2018

AHC (ANTHONY HODGES CONSULTING LTD), THE PENSIONS AND BENEFITS COMMUNICATION SPECIALISTS, HAS EXPANDED ITS AMERICAN TEAM WITH THE APPOINTMENT OF DAN DISCIULLO AS NATIONAL SALES DIRECTOR FOR THE US MARKET

Peter Nicholas, Managing Director & CEO at AHC said: “The past few years have seen more and more US employers coming to realise the importance of engaging their employees with pension saving and setting out to strengthen their retirement communications as a result. Dan’s appointment is reflective of this demand as we continue to expand our presence in the US and cements our ongoing commitment to the market. Done well, communications can inspire individuals to really think about their retirement goals and prompt them to take action. It was clear from the outset that Dan shared our passion for the most creative communications and his vast experience working on the frontline with schemes, members and consultants alike means he was able to hit the ground running from day one. Dan is the perfect addition to the team and will be instrumental in helping our US clients produce inspired, bespoke programmes that suit not just the specific needs of an organisation, but each individual member.”

Dan DiSciullo, National Sales Director, AHC USA said: “Having spent time in AHC’s UK office, I have already seen first-hand the passion and focus they dedicate to creating clear communications that can genuinely make a difference. I look forward to being part of the team that provides our US clients with innovative and creative communication solutions to help members make the right decisions for their long term financial outcomes. Creative communications are great, but they need to have a goal not only to increase awareness and engagement, but to drive that engagement in the right direction, pushing employees and members towards actionable steps that will genuine and tangibly improve their financial future.”

Dan will be responsible for directing AHC’s business development efforts in the US. He has 10 years of experience in the financial industry and joins AHC from HyperGrowthCEO where he was a Partner. Prior to this, Dan has worked with leading organisations such as CAPTRUST Financial Advisors, TIAA and Kestra Financial.

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NOTES TO EDITORS

AHC are a creative consultancy driven by a desire to help people make the right long-term pension and benefit choices. Helping some of the world's biggest brands simplify complex information, engage with their employees and deliver positive, measurable outcomes.

AHC's success is built upon a talented team, delivering innovative and award-winning communications campaigns. Focusing on the individual needs of the employee, we specialise in planning and creating engaging strategies, which effectively communicate change, pensions and reward.

As global leaders in modeller development, we are able to connect employees with the appropriate tools to educate and help them plan for their future.

AHC's full range of consultancy services includes; communication strategy, modellers, financial education, video and animation, websites, employee research, copywriting, mobile apps, knowledge networks, creative design, change communications, employee benefit communications, benefit statements, total reward statements, literature and cloud processing.

More details of AHC's work, clients and awards are available on the website - www.ahc.com

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