

# Charles Penn joins Perspective (North East)

**Chartered Financial Planners, Perspective (North East) have appointed Charles Penn as their Head of Marketing and Business Development.**



Perspective (North East), the new name for Rutherford Wilkinson, have been trusted advisors to countless individuals and businesses in the region for over three decades.

Charles was previously Head of Marketing at Sintons for 10 years, during which time the firm more than doubled in size, and became regarded as one of the leading law firms in the North East.

During a 30 year career, Charles has held senior marketing positions in the UK and abroad with Deloitte Management Consultants and Procter & Gamble.

Trevor Clark, Director of Perspective (North East), said: "We're delighted to have Charles' vast experience in our team."

"His drive and knowledge of the North East is already proving valuable as we embark on further substantial growth. We are already expanding our adviser team."

Trevor commented: "We became a member of Perspective Financial Group - one of the largest privately owned IFAs in the UK and number 22 in the Financial Times' Top 100 Financial Advisers league table in 2008 - but have only recently implemented the full re-branding. This is a very positive time for our business in the North East and nationally, with many more developments yet to come."

Charles said: "Perspective (North East)'s excellent reputation amongst businesses, individuals and other professional firms, combined with its big plans for the future, made this a very attractive opportunity for me. Few firms can match the levels of client loyalty and referrals achieved by Perspective (North East), which I think is always an excellent indicator of a firm's values and standards." **END**



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**Perspective (North East) is one of the largest firms of Chartered Financial Planners in the North East advising businesses, individuals, healthcare professionals and trustees on pensions, investments, protection and wealth management.**

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