

Muse Advisory Press Release

7 February 2024

Muse Advisory is delighted to announce the appointment of Adrian Cooper as Head of Market Engagement. Adrian will support the team to ensure that pensions and benefits professionals, for example Pension and Benefits Managers, Trustees, EBCs and other Advisers, understand how Muse can help them achieve better outcomes for pension scheme members through its unique set of services, with independence at its heart.

Ian McQuade, CEO, said 'We have known Adrian for many years, and are so pleased that he has chosen to work with the Muse team at this really exciting time in our growth. He will be able to help us engage with more schemes and trustees, so that the benefits that we can deliver as a result of our truly independent approach are well known across the industry.'

Commenting on his appointment, Adrian said 'I have had the good fortune to work with top-tier organisations including Just Group, Barnet Waddingham, WTW and Sackers, and am delighted to be able to support Muse too. The Muse team and their propositions are second to none in terms of their quality and independence, and I can't wait to help explain how their services can directly improve outcomes for both DB and DC scheme members.'