

## **Press Release**

February 15 2012

### **CCCS appoints Marketing Director to its leadership team**

National debt charity Consumer Credit Counselling Service (CCCS) has appointed Anne Somers as its Marketing Director. The position is newly created and will sit on the charity's leadership team alongside its Chief Executive, Chief Operating Officer, Chief Financial Officer and External Affairs Director.

The role will involve growing, managing and giving strategic leadership to the charity's marketing activities. This will take place at a time when large numbers of UK households are buckling under the pressure of high inflation, unemployment and welfare benefit changes. CCCS wants to ensure that these households are aware of its wide range of free debt advice services.

Anne joins CCCS from Aviva Life where she held the position of Head of Marketing and Business Development for its direct to consumer arm. A key member of Aviva's retail and partnership leadership team, this role involved responsibility for driving sales from all opportunities including direct and e-marketing, internal lead generation, existing customer development and improvements to customer experience and sales process effectiveness.

Prior to this she was Marketing Director at the Cheshire Building Society, Head of Group Marketing at the Yorkshire Building Society, Group Marketing Manager at Abbey National and Marketing Manager at National & Provincial Building Society. With over 20 years experience in the financial services industry, a significant amount was spent in the mutual sector, where consumer benefit is at the heart of all operations.

Commenting on her new role, Anne says: “These are very difficult times for people throughout the UK, with many struggling to keep up with their debt repayments.

“I am delighted to be taking up the role at this critical time as I am determined that each and everyone of these households will know that free debt advice is available. That CCCS is able to help them by providing free debt advice and support, whatever their circumstances and however they want and need it.”

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**Notes to editors:**

1. A photograph of Anne is available on request.
2. CCCS’s ethos is to help the “can’t pays”, not the “won’t pays”, and does not condone debt avoidance. CCCS always aims to help its clients pay back what they owe, in a realistic timescale and manner that is suited to each individual’s situation.
3. CCCS is self-funding. Lenders share with the charity the benefit they receive from its operation, making a donation from the money repaid to them. This allows CCCS to retain its independence and ensure that its advice is always in the best interest of the client.
4. The CCCS free phone helpline 0800 138 1111 is open 8am to 8pm, Monday to Friday.
5. *CCCS Debt Remedy* is available at [www.cccs.co.uk](http://www.cccs.co.uk)
6. Follow us on Twitter: @CCCSPressOffice

**Media enquiries:**

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