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St.George appoints new Head of Marketing for Margin Lending, *directshares* & Private Bank

Andrew Black, General Manager St.George Margin Lending, *directshares* and Private Bank has this week announced the appointment of Jason Wilson as the new Head of Marketing for St.George Margin Lending, *directshares* and Private Bank.

“Jason has a wealth of experience and understanding of the Australian margin lending, share trading and online markets and is a perfect fit with St.George’s plans to continue to grow these very successful areas of the business,” said Black.

As Head of Marketing & Alliances at online broker E*TRADE Australia, Jason managed the team responsible for helping the company grow during his six years. As well as working closely with alliance partners, Jason was involved with cross-selling margin lending to the E*TRADE customer base and was seconded to ANZ Margin Lending to launch the ANZ Diversified Margin Loan in March 2006.

“Jason understands the profile and needs of St.George customers having helped lead the integration of HSBC Stockbroking and St.George *directshares* customers to the E*TRADE share trading platform in September 2006,” continued Black.

Jason has previously held senior marketing and relationship roles in the global advertising and direct marketing agency J. Walter Thompson, with online store uBid Australia and the Australian Direct Marketing Association (ADMA).

Jason is currently an Associate Member of the Australian Marketing Institute and holds a Post-Graduate Certificate in Applied Finance & Investment (FINSIA), a Diploma in Direct Marketing (IDM, UK), a Certificate in Direct Marketing (ADMA) and a Bachelor of Commerce, Marketing from the University of Western Sydney.

St.George Margin Lending is part of the Wealth Management and Retail Financial Services division of the St.George Bank Ltd, Australia's fifth-largest retail bank with \$100 billion in assets and 2.9 million customers Australia-wide.

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