

22 January 2026

## **7IM appoints Ben Kumar to senior strategy role as advice and policy reform accelerates**

7IM today announces the appointment of Ben Kumar to the newly created role of Head of Strategy – Wealth, Public Policy & Investment. This comes as the group continues to grow, and as government and regulatory reform of the market gathers pace, making it more important than ever for 7IM to have a strong and distinctive voice on the issues shaping the industry.

A frequent and respected commentator in both broadcast, national and trade media - and author of 7IM's popular weekly investment update *7IM@7AM*, he has established a reputation for clear, accessible communication and a unique tone that cuts through complexity. Having managed money professionally for over a decade, and combined with a Master's degree in Behavioural Economics, Ben is uniquely positioned to help shape and articulate 7IM's wider strategic agenda at a time when the future of financial advice is undergoing significant change.

In his expanded role, he will continue to contribute to portfolio strategy while leading the group's public policy positioning, industry engagement and strategic thinking across wealth and investment. As demand for advice is set to grow sharply over the next two decades - driven by demographic shifts, rising consumer need and increasing financial complexity - Ben will play a key role in helping 7IM communicate with purpose, provide clarity on the big issues to its key stakeholders.

7IM believes that while technology will play a central role in removing friction and widening access to investment services human judgement, behavioural insight and trust remain central to good consumer outcomes. This is particularly true when it comes to pensions, long-term savings and intergenerational wealth transfer. In his new role, Ben will represent the Group across policy forums, media and industry events, contributing to debates spanning portfolios, pensions, to pocket money.

**Commenting on his appointment, Dean Proctor, CEO at 7IM said:** "Ben's appointment as Head of Strategy – Wealth, Public Policy & Investment is a significant step for the business. Well-known and respected across the investment community, he brings deep insight into the human factors behind financial decision-making, underpinned by a master's degree in Behavioural Economics and a clear, accessible communication style. This combination uniquely positions him to lead our engagement with policymakers, clients and partners as we help shape the future of wealth and investment. As the need for advice grows, technology will reduce friction, but it is people who ultimately make the difference, and Ben is one of them."

**Ben Kumar, of Head of Strategy – Wealth, Public Policy & Investment at 7IM added:**

"Financial planning and investment management have become increasingly specialised, which has delivered real benefits. But many of the most pressing policy challenges sit at the intersection of the two. Risk profiling, encouraging productive investment in the UK, and supporting younger generations as wealth transfers, all depend on understanding planning, investing and behaviour together. If policy reform is to succeed, it needs to reflect that reality - and I'm keen to play a part in that conversation."

# PRESS RELEASE



Ends

**For further information, please contact:**

**Henry Chan**

**Head of Corporate Communications**

7IM

[Henry.Chan@7im.co.uk](mailto:Henry.Chan@7im.co.uk)

020 3823 8696

07786 000 313

## **Notes to Editors:**

### **About 7IM**

At 7IM, we want to deliver an unrivalled experience for all of our clients – whether that's individuals, families, or businesses.

For financial advisers and planners, this involves us standing alongside them to support them with whatever they need, so they can focus more on what really matters: nurturing their relationships with clients to deliver on their financial plans. Our offering for advisers reflects that: an open architecture platform, multi asset investment solutions to fit whatever their investment philosophy is and help with discretionary investment management.

For our private wealth clients, it all starts with understanding the client, their families, and their goals and then creating a bespoke financial plan designed to help them achieve financial freedom.

We use cutting-edge technology to help make things simple and clear, but what really sets us apart is our real, honest, human service. No automated helplines or chatbots. You'll always talk to a person.

Today, from our offices in London and Edinburgh, our team of approximately 600 talented people are entrusted to manage over £24 billion (as at January 2024) for a range of clients, including individuals and families, financial advisers, corporates, charities, and trustees.

In January 2024, Ontario Teachers' Pension Plan, a global investor with net assets of \$255.8. billion (as at June 30, 2024), acquired a majority stake in 7IM.

Important information: The information contained in this document does not constitute investment advice and if you are in any doubt about the suitability of the investment or service, you should consult a professional financial adviser. The value of investments, and the income from them, can fall as well as rise and you may not get back the full amount invested. Seven Investment Management LLP is authorised and regulated by the Financial Conduct Authority. Registered office: 1 Angel Court, London EC2R 7HJ. Registered in England and Wales No. OC378740