

ROB DEVEY

Major Career Roles

Executive Director and Board Member, Prudential plc
Chief Executive, Prudential UK & Europe
CEO, Towry Holdings Ltd
Managing Director, HBOS Financial Services and HBOS General Insurance Services
Executive Officer, Lloyds Banking Group

Other Career Highlights

Non-Executive Director, Resolution Life Group Holdings (life insurance)
Non-Executive Chair, Modulr (payments)
Non-Executive Director, Octopus Group (financial services and energy)
Non-Executive Chair, Urban Jungle (general insurance)
Co-Founder and Chair, Nova Wealth

Rob Devey is an experienced financial services leader and Chair with a track record of growing and transforming businesses across insurance, retail banking and technology-enabled services. He was previously CEO of Towry, an Executive Director at Prudential plc and Chief Executive of Prudential UK & Europe, where he led large-scale, regulated businesses through periods of strategic change and market volatility. Today he focuses on high-growth, technology-driven companies and on supporting boards and founders to scale with discipline and ambition.

Rob is currently Chair of Modulr, Urban Jungle Insurance and Nova Wealth, bringing together his deep understanding of financial services with a strong interest in digital business models, customer experience and operational resilience. He has previously been Chair of AVADO Learning, a Non-Executive Director at Resolution Life Group Holdings and Octopus Group, and an advisory Partner at Blenheim Chalcot, working closely with entrepreneurs and investors on strategy, funding and execution.

Earlier in his career Rob held senior leadership roles at Lloyds Banking Group across insurance and retail banking, giving him hands-on experience of integrating businesses, improving performance and navigating regulatory change. Before joining Lloyds he was a consultant with Boston Consulting Group in the UK, US and Europe, advising large organisations on strategy, transformation and growth. He began his career in building design with Arup after completing an Engineering degree at Emmanuel College, Cambridge, an early grounding in analytical problem-solving and complex systems that has informed his leadership ever since.

He has a long-standing commitment to social impact and community, serving as a Founder Patron and Board Member of WEST Youth Zone in Hammersmith & Fulham (part of the OnSide Youth Zones network). He was previously a Trustee of Age International, a Trustee of the Lloyds Bank Foundation for England and Wales, and Chair of the London Advisory Board of Business in the Community.

Rob brings deep cross-sector expertise in:

• Retail banking, insurance & long-term savings – leading major businesses at Prudential and Lloyds and governing life, pensions and investment platforms.

• Fintech, insurtech & digital platforms – chairing technology-driven financial services challengers and supporting founders through scaling and regulatory complexity.

• Strategy, transformation & value creation – combining consulting and executive experience to drive growth, integration and performance improvement in complex organisations.

• Governance, stakeholders & social impact – serving on commercial and charitable boards and working with investors, regulators and communities to align purpose and performance.

Rob brings a thoughtful, performance-focused approach to his mentoring and board work, helping executives and founders sharpen their strategic choices, develop high-performing teams and manage key stakeholder relationships.