



## Press Release

**For immediate release**

**Date:**

### **The Investing and Saving Alliance appoints Cicero/AMO**

The Investing and Saving Alliance (TISA), the cross-industry financial services membership body, has appointed Cicero/AMO as its retained PR agency after a competitive pitch process.

Cicero/AMO will support TISA in their work with members and key industry stakeholders towards the mission of “financial wellbeing for all”. Cicero/AMO will offer strategic communications and public affairs counsel as part of TISA’s industry, regulatory and Government engagement and efforts to develop policies, regulations, guidance and services that work for the benefit of the individual and a well-functioning financial services market.

Cicero/AMO will help TISA achieve its goals through an ongoing proactive media relations and stakeholder engagement programme.

TISA’s mission is to improve the financial wellbeing of UK consumers by working collectively with the financial services industry. TISA has over 200 member firms involved in the supply and distribution of savings and investment products and associated services, including the UK’s major investment managers, retail banks, pension providers, platforms, wealth managers, building societies, third party administrators and the supporting professional services.

**Ruth Moore, Executive Director, TISA**, said: “We are very pleased to work with Cicero/AMO. I believe that their financial services understanding, experience and enthusiasm will bring greater attention to TISA’s extensive strategic and technical work with the industry towards enhancing financial wellbeing for all.”

**Brian Norris, Director of Corporate Communications, Cicero/AMO**, said: “The depth of expertise at TISA and scope of issues and campaigns on which they engage to drive genuine positive change for people across the UK is very impressive. We are delighted to be working with them and look forward to helping increase awareness of their work and enable them to reach even more people.”

**Ends**

**For further information:**

Fenella Cuthbert

Senior Account Manager

Cicero/AMO

[Fenella.cuthbert@cicero-group.com](mailto:Fenella.cuthbert@cicero-group.com) | +44(0)20 7947 5327



## Notes for Editors

***TISA's ambition is to improve the financial wellbeing of UK consumers by bringing the financial services savings industry together to promote collective engagement, to deliver solutions and to champion innovation for the benefit of people, our industry and the nation.***

We do this by focusing on good consumer outcomes and harnessing the power of our broad industry membership base to deliver practical solutions, new digital infrastructure and by devising innovative, evidence-based strategic proposals for government, policy makers and regulators. This holistic approach to address the major consumer issues uniquely positions TISA to deliver independent insight, promote innovation and facilitate good practice.

TISA's rapidly growing membership is representative of all sectors of the financial services industry. We have over 200-member firms involved in the supply and distribution of savings, investment products and associated services, including the UK's major investment managers, retail banks, online platforms, insurance companies, pension providers, distributors, building societies, wealth managers, third party administrators, Fintech businesses, financial consultants, financial advisers, industry infrastructure providers and stockbrokers.

Our current strategic policy focus includes making financial guidance more widely available; financial education for young people; retirement savings and addressing consumer engagement, particularly for the vulnerable. These will form essential elements of - *Vision 2025* - TISA's strategic policy roadmap towards delivering a material impact in enhancing consumers' financial wellbeing.

Complementing our development of consumer policy and thought leadership, TISA has become a major industry delivery organisation for consumer focused, digital industry infrastructure initiatives (TeX/STAR, Digital ID, MiFID II and Open Savings & Investment). This reflects TISA's commitment to open standards and independent governance.

TISA is also recognised for the support it provides to members on a range of operational and technical issues targeted at improving infrastructure and processes, establishing standards of good practice and the interpretation and implementation of new rules and regulations. This work currently includes MiFID II, CASS, SM&CR and addressing cybercrime.

[www.tisa.uk.com](http://www.tisa.uk.com)