



15 December 2025

# Lloyds appoints new Head of Consumer

Sandra Prince promoted to lead the division and support clients' growth and innovation

Lloyds has appointed Sandra Prince as its new Head of Consumer in its Corporate and Institutional Banking division, effective immediately. In her new role, Sandra will lead the team to support clients across the fast-evolving consumer industry while helping them to drive continued growth and innovation.

With more than 20 years of corporate banking experience, including almost a decade at Lloyds Banking Group, Sandra has held a variety of client coverage and debt financing roles. Sandra's impressive track record of delivering for clients across sectors and geographies has her well positioned to understand the challenges and opportunities facing the consumer sector.

Following her promotion to Managing Director and Head of Consumer, Sandra will be responsible for leading the consumer sector team and managing some of Lloyds' largest client relationships. She succeeds Aled Patchett who has moved to a new role in the bank to lead Lloyds' Transaction Banking Solutions team.

**Commenting on her appointment, Sandra said:** "Consumer is an important and dynamic industry with evolving client needs, which I am passionate about supporting. I am thrilled to lead this talented team, and I look forward to delivering even more tailored solutions and strategic advice to support British businesses in their aims to evolve and grow."

**Madeleine McDougall, Managing Director and Head of Corporate Sector Coverage, commented:** "Sandra's promotion reflects Lloyds' commitment to investing in talent and driving growth in the consumer sector. Her leadership will be instrumental as we continue to support our clients and pursue new opportunities in this dynamic market."

With decades of experience in the consumer sector, Lloyds is dedicated to empowering businesses to thrive and transform, while building enduring relationships.

Lloyds' consumer division supports supermarkets, department stores, fashion brands, wholesalers and all aspects of the food, drink and leisure supply chain and supports with debt financing, risk management and transactional banking requirements. For more information [click here](#).

## Ends

## Contact

Lorna Gilmour | [mediarelationsteam@lloydsbanking.com](mailto:mediarelationsteam@lloydsbanking.com) | 020 7356 2374