

# Press Release



7 May 2025

## Lloyds Banking Group appoints New Head of Strategic & Technology Partnerships

Lloyds Banking Group has appointed Frances Cassidy as its new Head of Strategic & Technology Partnerships. Frances's appointment follows the departure of Claire Cherrington in March.

Frances joins the Group from Barclays, where she is currently Head of Mortgage Intermediary Partnerships. Frances has driven the national accounts strategy and led the national account teams across both Barclays and Kensington brands.

Frances has twenty years' experience in financial services; starting her career with Chelsea Building Society before moving into leadership roles with Principality Building Society, Countrywide and Kensington Mortgages.

Frances will join Lloyds Banking Group in the summer, and will report directly to Esther Dijkstra, Managing Director, Intermediaries.

Frances said of her appointment "I am thrilled to be joining Lloyds Banking Group and to be part of a company with such a strong commitment to the UK housing market. It's an exciting opportunity to drive innovation and collaborate with our strategic partners to deliver exceptional experiences for our mortgage customers and intermediaries. To be joining such an experienced and respected team is a privilege, and I look forward to contributing to the Group's ambitious vision for the future."

Esther Dijkstra, Managing Director, Intermediaries, Lloyds Banking Group, said:  
"I am delighted to announce Frances's appointment and wish her a warm welcome to Lloyds Banking Group. Frances brings many years of intermediary industry knowledge which will further strengthen my leadership team and help us innovate and grow for the future."

**Ends**

Picture attached.

### Media Contacts



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