Lloyds appoints Fiamma Morton as Managing Director for SME banking across the UK

Lloyds has announced the appointment of Fiamma Morton as Managing Director for SME banking leading support for small and medium sized businesses across the UK.

The appointment comes as Lloyds continues to invest in its support for UK businesses, with £9.5 billion of new finance dedicated to SMEs in 2026.

Fiamma brings extensive experience across SME, commercial and institutional banking, having held a wide range of senior leadership positions in business banking, operations, transformation and growth, at businesses including Goldman Sachs, Mastercard Worldwide and Bank of Queensland.

Originally from Australia, her most recent role was as Chief Operating Officer at Westpac, one of the country's 'big four' banks, where she helped make banking easier for customers and delivered strong commercial success. She had responsibility for a wide range of business outcomes, including a focus on technology and AI integration.

Fiamma Morton, MD SME, said: "Lloyds has a long history of supporting businesses across the UK, and I'm excited to bring my experience to a team that has such deep relationships with SME customers.

"My focus from day one will be to understand the challenges and opportunities businesses are facing, and to ensure we are providing the right support as they start, scale and grow. I'm looking forward to meeting customers and colleagues across the country in the weeks and months ahead."

Amanda Murphy, CEO Business & Commercial Banking, said: "SMEs play a vital role in economic growth, job creation and communities across the UK. We know that these businesses are the beating heart of our economy and Fiamma's appointment strengthens our focus on supporting them with the expertise and finance they need to grow.

"Fiamma brings a strong track record of building high-performing teams, improving customer outcomes and delivering growth. I'm delighted to welcome her to Lloyds as we continue to invest in our SME proposition."

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About Lloyds Banking Group

- Lloyds Banking Group is a leading UK based financial services group providing a wide range of banking and financial services, focused on personal and commercial customers.
- As part of the Group, Lloyds provides expert financial support and guidance to the households, businesses and communities of Britain.
- We help businesses across the regions and nations of the UK, and across all different sectors and sizes, giving them the funding and support they need to grow both at home and abroad.

Our support for businesses

- We're proud to support almost one million UK businesses with leading digital and relationship banking services, as they start up, grow and thrive.
- In 2026, we'll make over £35 billion of new finance available to companies operating and investing in the UK – supporting jobs, growth and prosperity for our communities. And of this, £9.5 billion will be dedicated to SMEs.
- Through a network of relationship teams based across the UK, as well as internationally, we deliver a mix of local understanding and global expertise necessary to provide long-term support to our clients to help them fulfil their growth aspirations.
- We offer a broad range of finance beyond term lending, spanning import and export trade finance, structured and asset finance, securitisation facilities and capital market funding.
- Our product specialists provide bespoke financial services and solutions, including tailored cash management, international trade, treasury and risk management services.

To see the latest factsheet setting out how we support UK businesses please visit: Supporting British businesses - Lloyds Banking Group plc

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