

Aztec Group welcomes industry expert Sam Metland to drive product innovation and growth

Aztec Group has appointed Sam Metland as its new Head of Product and Propositions, strengthening its leadership team at a pivotal stage in the Group's growth journey.

Sam will lead the Group's product strategy, overseeing the development and enhancement of Aztec's propositions as it continues to evolve and expand its global footprint. His appointment reflects Aztec's commitment to delivering innovative, scalable and technology-enabled solutions without compromising its renowned client service.

With more than 15 years' experience in the financial services industry, Sam brings a strong track record of product leadership across the alternatives sector. He joins from The Citco Group, where he held senior roles including Executive Vice President, Head of Private Equity Product, and most recently Head of Solutions Engineering. Prior to this, he held senior product and strategy roles at JP Morgan and Brown Brothers Harriman.

[Sam Metland](#), Head of Product and Propositions at Aztec Group, said: "Aztec is at an inflection point — expanding rapidly while staying true to what makes it unique: its people, culture, and client-first approach. I'm excited to help shape the next phase of our journey, bringing new products and propositions to life that combine the very best of technology with Aztec's outstanding service model."

[James Gow](#), Group Managing Director at Aztec Group, added: "Sam's appointment marks an important milestone in Aztec's transformation. His deep expertise in product strategy and proven experience in scaling global financial services businesses will be invaluable as we continue to invest in our people, our technology, and our clients. We're delighted to welcome him to the leadership team."

Sam is based in London and will work closely with Aztec's senior leadership and product teams across Europe and the US.