Aztec Group appoints KH Keown as Chief Marketing Officer

Aztec Group has appointed KH Keown as Chief Marketing Officer, strengthening its leadership team as the Group accelerates its ambition to set the standard for client partnership in private markets and drives its next phase of sustainable growth.

Based in London, KH previously served as Global Head of Brand, Marketing & Communications at Alter Domus. She will lead Aztec's global marketing and communications strategy, strengthening how the Group uses client and market insight to shape its proposition, positioning and go-to-market activity. Her appointment reflects Aztec's continued investment in building deeper client relationships, differentiating its proposition and ensuring client value remains at the heart of its growth agenda.

KH brings a distinctive combination of private markets and broader financial services experience, having most recently held a senior global role at Alter Domus, following more than nine years in senior roles at Barclays. That breadth of experience, spanning specialist private markets services and a major global financial institution, brings a valuable perspective on how client expectations are evolving.

As Chief Marketing Officer, KH will lead how Aztec brings its brand and proposition to market, ensuring client and market insight sits at the heart of how the Group communicates, engages and grows.

Benjamin Lucas, Chief Executive Officer at Aztec Group, said: "KH is a fantastic appointment for Aztec. She knows private markets and the clients we serve inside out. She joins at an important moment as we share more of what we do, and what makes Aztec truly different, with the world. I'm delighted to welcome her."

Melissa Ferraz, Chief Commercial Officer at Aztec Group, said: "The best commercial growth starts with client value. As private markets evolve and our clients become larger, more sophisticated and more global, our ambition is to be more than a provider of services, building strategic partnerships with clients and helping address their most important challenges. That means understanding their

ambitions earlier and bringing the full strength of Aztec together around them. KH will help us turn that insight into greater market impact, deeper relationships and new opportunities to create lasting value for our clients."

KH Keown added: "Aztec has an incredibly strong foundation: deep private markets expertise, great people and long-standing client relationships. The opportunity is to build on those strengths and ensure the market clearly understands what makes Aztec distinctive and the value we can create for clients. I'm excited to bring client and market insight closer to how we tell our story, shape our proposition and go to market, helping Aztec strengthen its position and deliver the next phase of its growth."

The appointment is the latest step in a wider strengthening of Aztec's senior leadership and capabilities. It follows the appointments of Benjamin Lucas as Chief Executive Officer, Melissa Ferraz as Chief Commercial Officer and Jason Adams as Chief Technology Officer, bringing together new leadership across commercial, technology, transformation and marketing as Aztec invests for its next phase of growth.