

Meet our Associate Advisers of the Adviser Academy 2023



Ed Brown

Ed graduated from Sheffield University with a 2:1 in History and Politics and continued his studies gaining a Masters in Global Political Economy. After leaving University Ed joined Ascot Lloyd and over the course of 18 months has gained valuable experience in several departments including Admin, Tax and Paraplanning with a view to training as an IFA. Ed has already passed R01, R02, RO3 and RO5 on his journey to attain the Regulated Diploma in Financial Planning.



Originally from Norfolk from a farming family, he moved to London May 2022. In his free time Ed enjoys playing and watching most sports including hockey, football, tennis, skiing, and shooting. He also enjoys keeping up to date with current affairs and geopolitics.

Ally Lee

Ally successfully built and ran her own recruitment business over the last 10 years specialising in IT and Telecoms for Managed Service providers. Seeking a complete career change and with a keen interest in the financial services industry, she joins Ascot Lloyd to embark on this new journey.



Residing in Sheffield, in her spare time she works as an Appropriate Adult to assist underage and vulnerable adults in police custody. You might also find her in a dance class, learning to play the guitar (badly) or planning her next holiday adventure!

Matt Law

Matt graduated from Sheffield University with a first-class honours' degree in Economics and Business Management. Following university, he joined BDO on their graduate scheme as a digital and risk adviser providing services to a range of organisations including not for profit and PLCs.



Matt was originally from Grantham and now resides in Manchester. He is a huge sports fan, captaining the first X1 at cricket at Kings school Grantham and representing England U18's at Rugby. In his spare time, he plays for Huddersfield RUFC and enjoys dining out in Manchester with his friends.

James Bowater

James has spent the last decade growing B2B conference businesses, focusing on bringing together both tech executives and vendors. In 2018 he was part of the team responsible for the Sunday Times' 27th fastest growing UK private company. James graduated from Sheffield University with a bachelor's degree in Politics & International Relations, having been involved in bringing high profile speakers such as David Blunkett and Evan Davis to the Student's Union.



Originally from Wolverhampton, he now lives near Glasgow. Outside of work James enjoys spending family time with his wife and children (two boys under 2), walking his Sprocker Spaniel, sampling craft beers, and has a keen interest in current affairs.

Jill Roberts

Jill has over 20 years' experience in financial services with much of that time at Skipton Building Society in various roles including Regional Manager. Latterly Jill worked outside of f/s in Estates and Operational Management. Jill is also a qualified coach to ILM 5 standard.



Based in York with her teenage son Jill is often found hugging the touchlines watching him play for his two football teams or taking him to watch their local team York City. Her passions outside of her family are food, wine and travel and she loves combining the three. In any spare time, Jill enjoys keeping fit by doing Pilates.

Cath Wilde

Cath has over 23 years' experience in financial services as both a Mortgage adviser and financial adviser. She has predominately worked in the building society sector for firms such as Nationwide, Portman and Staffordshire. Cath graduated from Wolverhampton university with a HND in Mathematics and Business Analysis and attained the Level 4 regulated diploma back in 2011.



Married to Ade for over 20 years and with two teenage daughters, which keeps her on her toes! In her downtime you might find Cath out road running or in the gym practicing her yoga or doing some Thai boxing.

Philip Addy

Philip worked as a major gift fundraiser in the Universities sector. Last year he helped raise over £2.6m for scholarships, medical research, and entrepreneurship programmes. He graduated from the University of Birmingham with a bachelor's degree in Ancient and Medieval History. With a passion for Finance, in his spare time, he has already passed several CII RO exams in his quest to attain his diploma.



Originally from Bangor he now resides in Renfrewshire near Glasgow and recently tied the knot in August 2022. Outside of work Philip is a keen cyclist and is always looking for a new sporting challenge. He recently took up running and has signed up to run his first half marathon this month.