

ebi announces new board and executive structure

ebi, the award-winning discretionary fund manager and industry innovator, is pleased to announce the appointment of new members to its Board and Executive team. This move comes at a time of exceptional growth for the firm, which has seen substantial year-on-year increases in assets under management. The appointments will ensure the highest standards of compliance and governance within the organisation, while directly supporting ebi's growth agenda. They will help the firm continue to deliver industry-leading service and products, with a strong focus on achieving good outcomes for consumers.

As of June 2025, ebi has surpassed £4 billion in assets under management (AUM), a 40% increase over the past year and continuing a multi-year trajectory of strong, sustained growth. A milestone that highlights the firm's sustained momentum.

Updated Board Composition

New Appointments to the Board:

- **Paul McMahon – Chairman:** Paul McMahon will assume the role of Chairman, as an Independent Non-Executive Director (INED). With experience that has led him to over 50 non-executive directorships throughout his career, Paul's skill and independent perspective will be invaluable in the continued growth trajectory of the business.
- **Harry Hitchcock – Chief Operating Officer:** Harry Hitchcock, ebi's Chief Operating Officer and with the company since 2019, now joins the Board. Harry is responsible for running the company's day-to-day operations and has played a critical leadership role in shaping and executing the firm's strategy and growth initiatives.

Continuing Board Members:

- **Craig Burgess – Chief Executive Officer:** Company founder Craig Burgess remains as Chief Executive Officer and Chief Investment Officer. Craig has been a Board member since the firm's inception.
- **Mike Morrow – Non-Executive Director:** Mike Morrow, a long-standing Board member and former Chairman, continues as a Non-Executive Director. Mike brings over 30 years of industry experience to ebi. He is a previous board member of PIMFA, the trade body for the UK financial profession, and is currently Chief Commercial Officer at Parmenion.

Strengthening the Executive Team

Alongside the board restructure, ebi is pleased to announce the appointment of Sue Smith as Head of Compliance. Sue has worked within regulatory and compliance for over 20 years across wealth management, investment platforms and asset management. Her experience and expertise will ensure that ebi continues to adhere to regulatory standards and mitigate business risk effectively.

Craig Burgess, Chief Executive Officer and ebi founder, stated: *"Upholding rigorous corporate governance standards is of paramount importance to us at ebi. With this strengthening of our Board and leadership team, we are bringing in incredibly experienced and knowledgeable finance professionals. Their guidance will help us develop our corporate strategy and consistently meet the high standards we have set for ourselves. These changes are an important part of our long-term growth agenda – ensuring we continue to deliver industry-leading products and services, and ultimately, great outcomes for our clients. We welcome Sue, Paul, and Harry and look forward to working closely with them as we continue to drive the business forward and deliver long-term value for our clients and partners."*

14/07/2025

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Notes to Editors

Founded in 2010, ebi's sustained growth is driven by an innovative investment proposition in conjunction with an award winning technology suite.

Offering a range of passively managed investment products, ebi has particular expertise in sustainable and factor model portfolios.

ebi strives to be at the forefront of ESG investing. Observing a lack of low-cost, diversified, passive, systematic ESG investment solutions in the marketplace – rather than waiting for such products to become available, it collaborated with leading sustainable investment managers to introduce cutting-edge sustainable investment solutions that are fair, robust, and transparent for end-clients.

Launched by an IFA, ebi understands the requirements of advisers in supporting their clients. Its award winning technology helps facilitate client conversations, mitigate risk and supporting advisers and their business.

Acquired by Parmenion in 2022, ebi continues to operate independently, but with the support and resources to help it achieve its ambitious growth plans.

To learn more, [visit ebi.co.uk](https://ebi.co.uk).