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Legal & General Retail announces new Head of Retail App

Legal & General Retail today announces the appointment of Matt Kirwin to the role of Head of Retail App. The newly-created role will see Kirwin responsible for driving an integrated mobile customer proposition to enhance the experience of Legal & General's retail customers, made up of more than 13 million policyholders and workplace pension members.

With over 20 years of experience in the financial services space and having previously worked as Senior Digital Strategy Lead at Barclays, Matt brings significant expertise in retail and corporate banking, wealth management, digital investing, mortgages, and digital technology with a specific focus on the online and mobile customer experience.

He will have a central focus on the redevelopment, maintenance and enhancement of Legal & General's mobile app for its Workplace customers, with the app forming a pivotal part of the retail digital offering.

“Matt is a vital addition to the team. The insights gained from his distinguished career in the digital technology space will see him uniquely placed to lead our mission to deliver outstanding customer journeys via our mobile app for our c5m Workplace customers.

“The way in which our members engage with services is constantly changing and we have to adapt to those changes to ensure we always place the customer first. Matt’s understanding of customers’ evolving needs and expectations of their online and mobile experience will help provide an unparalleled customer experience in the digital space.”

Katharine Photiou, Managing Director of Workplace Savings, Legal & General Retail

“I am looking forward to hitting the ground running in this new role, particularly as the Retail App is a critical element of Legal & General’s engagement and growth strategies, and will form a core part of our retail digital ecosystem. This will be through dovetailing with our already comprehensive web-based journeys to deliver enhanced service, tools and resources for, initially, our Workplace pension members and in time broader retail customer base.”

Matt Kirwin, Head of Retail App, Legal & General Retail

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Notes to editors

About Legal & General

Established in 1836, Legal & General is one of the UK's leading financial services groups and a major global investor, with over £1.2 trillion in total assets under management* of which a third is international. We also provide powerful asset origination capabilities. Together, these underpin our leading retirement and protection solutions: we are a leading international player in pension risk transfer, in UK and US life insurance, and in UK workplace pensions and retirement income. Through inclusive capitalism, we aim to build a better society by investing in long-term assets that benefit everyone.

**at 31 Dec 2022*

About Legal & General Retail

Legal & General Retail helps create brighter financial futures for all our customers. The division covers the savings, protection and retirement needs of our c.13 million retail policyholders and workplace members.

In 2022, we had total individual annuity sales of £954 million, and issued £632 million of Lifetime Mortgages and Retirement Interest Only Mortgages. Our Workplace pension platform served 4.9 million members, while our Protection businesses gave peace of mind to more than 6.3 million UK life insurance, 1.8 million group and 1.5 million US customers, taking in £3.1 billion of gross written premiums.

Further information

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