



## Anthony Thomson

**Founder of Metro Bank & Atom Bank**

*"Renowned and revered around the world as a financial marketing guru"*

Anthony Thomson is an entrepreneur and banker responsible for establishing the first UK high-street bank in 150 years. Co-founder of Metro Bank and Atom Bank, he based his first startup brainchild, Metro Bank, on the principles of excellent customer service and convenience.

### TOPICS:

- Digital and Mobile Banking
- Digital Versus Traditional Banking
- Entrepreneurship
- Growing a Business from a Marketing Perspective

### LANGUAGES:

He presents in English.

### IN DETAIL:

Anthony started his career in financial services by founding City Financial Marketing, he led the firm as CEO to become the largest financial specialist communications group in Europe. After selling the company, Anthony moved on to found the Financial Services Forum, an independent membership organisation for any executives interested in financial services marketing. With a vision to create the UK's first new high street bank, Anthony fought for his start-up to become a reality. It wasn't long before Metro Bank became a disruptive force in high street banking. Thus, his second innovation, Atom Bank, an online fintech venture, uses the knowledge and experience from the success of Metro Bank, and is converted online with similar success.

### WHAT HE OFFERS YOU:

In presentations Anthony looks at everything from the entrepreneurial journey to dealing with regulators, the future of banking and customer service. With a message that resonates with any business audience, he explains the decision to avoid over-diversification and concentrate instead on serving the customer.

### HOW HE PRESENTS:

Seeing himself as an entrepreneur and marketer rather than a banker, Anthony's challenging and authoritative presentations are memorable.