

# Midwinter Media Release

## Midwinter expands rapidly as momentum builds within the FinTech space

Wednesday 15<sup>th</sup> April 2015

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Financial planning software company, Midwinter has appointed three new key members of staff this month, as the business expands during what is proving to be a major year for financial services technology across the country.

This has come off the back of substantial growth within the Sydney based firm, whose latest cloud based advice solution - AdviceOS has begun to experience significant traction in the institutional market.

Joining Midwinter's innovative team as they take on broader client demand are: Helen Thom, William Yang and Halie Samson, all of which display considerable knowledge and trusted skills and experience within the finance industry.

**Helen Thom**, whose experience in the financial planning sector spans over 16 years, has come on board as a Business Development Manager, after undertaking a similar role at Decimal Software. Previous to this, Helen worked extensively within the advice space at AMP for a number of years.

**William Yang**, who brings to Midwinter 16 years' experience in software development, has been appointed Senior Developer, after almost three years as Technical Lead on COIN at software company Rubik.

With a great deal of industry focus on scaled advice at present, **Halie Samson** will be heading up Midwinter's Scaled Advice division, as the company seeks to specialise further in this area. Previously, Halie held the role of Project Manager - Advice Delivery at Fortnum Financial Group.

Speaking of the recent hires, executive Director of Midwinter, James Murphy said *"It is a very exciting time for both Midwinter and Australian Fintech in general. There is a great deal going on in the space at the moment – a real buzz particularly in Sydney, and we are pleased that Midwinter has been involved in so much of the activity occurring."*

*“As frontrunners in the industry, Midwinter is enthusiastic about expanding and building a team of professionals that are passionate about innovation within the advice space and we see many opportunities in the next twelve months from planners and advice firms investing in technology to improve their productivity and engagement with clients.*

*“This is our second round of hires for 2015, and we are fortunate to have these three experienced individuals join our team. We are confident they will become key players in our ongoing goal to disrupt the financial planning software sector by providing cutting edge, best of breed advice solutions to our clients.”*

For further information regarding this release, or direct quotes from key persons at Midwinter, please contact:

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## About Midwinter

Midwinter was founded in August 2007 with the goal of making the next generation of financial advice more efficient and affordable.

Since then Midwinter has developed a range of cutting edge financial planning software packages, in particular, its latest offering – AdviceOS.

Midwinter’s software is and will continue to be fine-tuned by financial planning professionals with the needs of advisers at the forefront of the company’s innovation.

[www.midwinter.com.au](http://www.midwinter.com.au)

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