

Coverage of the appointment of **Ruth Napier** as **Director of Marketing** and **Adrian Jennings** as **Chief Financial Officer at Payne Hicks Beach**, as of 1 June 2021, originally published by The Professionals online on 24 June 2021 and is reproduced with kind permission

<https://psm-theprofessionals.com/payne-hicks-beach-appoints-new-director-of-marketing/>



Ruth Napier  
Director of Marketing



Adrian Jennings  
Chief Financial Officer



## PAYNE HICKS BEACH APPOINTS NEW DIRECTOR OF MARKETING

By **Matt Baldwin**

June 24, 2021

Law firm Payne Hicks Beach has appointed Ruth Napier as its new Director of Marketing. At the same time, the firm has also appointed a new Chief Financial Officer Adrian Jennings. Both join the firm from Cripps Pemberton Greenish, where they were Director of Business Development & Marketing and Chief Financial Officer respectively.

Ruth Napier's extensive marketing and business development experience extends across both legal and financial services. With a masters in Information Management, her early career in banking was as a business researcher, later evolving into client and business development. After heading business development at Simmons & Simmons, she led the marketing and BD team at Cripps Pemberton Greenish where she transformed its business development, brought effective digital marketing into the firm and led an eye-catching rebrand.

"I am delighted to have joined a firm with a great heritage, top calibre lawyers and an enviable client base. I look forward to helping them build on their achievements to create even greater success in the future," Ruth told The Professionals.

Virginia Farquharson, Director of Management, retired from the firm at the end of May 2021 after a distinguished 25-year career at Payne Hicks Beach, principally as Director of Finance and Administration and, since 2016, as Director of Management. Adrian takes over Virginia's responsibilities after operating alongside her for a number of months to ensure a smooth transition.

Robert Brodrick, Chairman of Payne Hicks Beach, said: "I would like to welcome Adrian and Ruth to the firm. Adrian is an astute operator with a wealth of financial expertise and experience in the legal sector. Ruth brings a fresh perspective and depth of expertise to our marketing. We look forward to working with them both as we continue to grow the firm."