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Asgard appoints new head of corporate super

Asgard Wealth Solutions is aggressively targeting the growth of its corporate superannuation business with an announcement that Darren Whereat has been appointed to the role of head of business superannuation.

According to head of distribution Wayne Wilson, Asgard has sharpened its focus on its corporate super business with plans to grow the team and refine the features of its products, including life insurance, to better meet client needs.

“We want to make sure our business super clients are well-positioned to help their members take advantage of the 2006 Budget changes to superannuation, including the once-in-a-lifetime window of opportunity for investors to put up to \$1 million tax-free into super before June 30,” Mr Wilson said.

Mr Whereat’s responsibilities will include the development of new product initiatives as well as the formulation of sales and retention strategies with the ultimate goal being for Asgard to become the ‘partner of choice’ for advisers who want to operate in the corporate super market.

Mr Whereat’s appointment comes on the back of the recent announcement that Asgard had outclassed many of its competitors in the latest SuperRatings report, coming in at number six of 45 for the performance of its balanced fund, with a 15.5 per cent return in 2006. It also recently received a five apples rating* from independent research house, Chant West.

With more than 20 years experience in the financial services industry specialising in corporate super, Mr Whereat comes to Asgard Wealth Solutions from MLC where he held a variety of senior sales and management positions.

* A Chant West rating sums up the researcher’s overall view on the merits of a particular fund relative to industry best practice around superannuation. Funds are awarded a rating from 5 Apples (the highest) to 1 Apple (the lowest) and this takes into account organisational strengths, investment fees, insurance, administration, member services and employer services.

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