

## **Big step is no problem for Mike**

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IT was a big step for Mike Smith when he joined Provident Insurance. But at almost 7ft tall, he took it in his stride

Provident, based at Trinity House, Halifax, lured Mike from Link/Zenith to help steer the company through its next stage of development.

And managing director, Mark Collier, is sure Mike is "big enough for the task ahead."

Provident Financial plc, the holding company recently announced it is looking into a potential sale of the insurance business demanding it had a strong management team to steer it through the changes.

"I believe the strength of the business lies within the experienced management team and I'm confident that any prospective buyer will see our future plans as an integral part of the value of the business," said Mike.

"Provident is a very well respected insurer and has continually produced market leading results so it's a great opportunity for me to work with the team to broaden its market footprint and enhance its relationships within the broker market".

Mike is looking forward to returning to his Yorkshire roots from his current base in Kent and getting involved in Provident's Wellbeing@Work project on behalf of Calderdale Community Foundation.

Last year he cycled from London to Brighton to raise £2,500 for charity.