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## Will Beeson

**Head of New Propositions**

As Head of New Propositions of CivilisedBank, Will Beeson has a keen interest in innovation in the banking and fintech sectors. During his nine years in both established and early stage financial services companies, Will has developed deep insight into technical and operational challenges as well as changing customer behaviour and needs.

After starting his career as an analyst at Citigroup in New York, he spent seven years in Rome, Italy advising and managing Italian financial services companies through the 2008 financial crisis and the subsequent European sovereign crisis.

Most recently, Will managed the turnaround of a distressed Italian consumer lending company, including overseeing the strategy to restructure the company into a peer-to-peer lender.

He is an active member of the London fintech & startup community, serving as a startup advisor at StartupBootcamp Fintech, a London-based fintech accelerator, and an advocate at Tech London Advocates, an industry organisation promoting London as a global tech innovation capital.

Will is a writer and frequent speaker at banking and fintech conferences on innovation and is a member of the Editorial Board of the Journal of Digital Banking. He holds a BA from Amherst College (USA) and is a CFA Charterholder.