

17 February 2014

HSBC APPOINTS JAMES JORDAN AS BRISTOL AND BATH AREA COMMERCIAL DIRECTOR

HSBC has appointed James Jordan as Area Commercial Director for Bristol and Bath, with responsibility for supporting businesses with a turnover of between £500,000 and £30 million.

Raised in Somerset, his new role marks a return to the region for James, having spent the last two years as the Area Commercial Director for HSBC in Central London. James has spent his entire career with HSBC, working in a number of business and consumer banking roles, predominantly across the South West, after starting as a management trainee in 1999.

The Bristol and Bath Commercial Centre is the largest HSBC centre in the South West and James will lead a team of 22 Relationship Managers, including seven International Commercial Managers who focus solely on supporting customers that trade or aspire to trade overseas. His team also includes specialists who focus on smaller businesses with a turnover of up to £2 million, including four Local Business Managers and an International Business Banking Manager.

James Jordan said: “It is fantastic to be back in the South West and I am relishing the challenge of taking on this key role. Bristol and Bath are home to strong, innovative and diverse economies and the area boasts some world class businesses, both large and small. We are keen to grow our business at HSBC and work with companies from the region to help them meet their domestic and international aspirations.”

Gary Burton, HSBC Regional Commercial Director for South West and Wales, added: “James knows Bristol and Bath well though his previous roles at HSBC and I am pleased we have been able to tempt him back from the capital to lead this experienced and ambitious team. It is important that we are able to invest even more

time talking to our customers so we can better understand their business, the issues they face and their ambitions, and appointments such as these enable us to do that.”

-Ends-

For further information please contact:

Michael Clarke,
HSBC Commercial Bank Media Relations Manager
Direct: 07920413672
Email: mike.j.clarke@hsbc.com
Twitter: [@HSBCUKBusiness](https://twitter.com/HSBCUKBusiness)

For the latest updates, visit the **UK Business Press Office social media newsroom:**
<http://www.newsroom.business.hsbc.co.uk>

<http://twitter.com/HSBCUKBusiness>

Notes to Editors:

HSBC Bank plc: HSBC serves 16.1 million customers in the UK and employs approximately 52,000 people. In the UK, HSBC offers a complete range of personal, premier and private banking services including [bank accounts](#) and [mortgages](#). It also provides commercial banking for small to medium businesses and corporate and institutional banking services. HSBC Bank plc is a wholly owned subsidiary of HSBC Holdings plc.

HSBC Holdings plc

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 6,600 offices in 81 countries and territories in Europe, the Asia-Pacific region, North and Latin America, and the Middle East and North Africa. With assets of US\$2,693bn at 31 December 2012, the HSBC Group is one of the world’s largest banking and financial services organisations.