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HSBC APPOINTS RIKKI GRIFFITHS AS BIRMINGHAM AREA COMMERCIAL DIRECTOR

[HSBC Commercial Banking](#) has appointed Rikki Griffiths as Area Commercial Director (ACD) for Birmingham. Rikki will be responsible for supporting companies from the city with a turnover of typically between £500,000 and £30 million, and joins at an exciting time following the launch of HSBC's £500 million SME fund specifically for West Midlands businesses.

Rikki moves to the role following a highly successful two-year stint as ACD for HSBC's Liverpool team, where he grew the lending book significantly and attracted a number of high-profile new customers to the bank. He has over three decades of experience in corporate and commercial banking, and he held a number of senior roles at Barclays prior to joining HSBC in 2012.

Rikki will lead a team of 50 in Birmingham, 25 of whom are relationship managers. His remit will see him focus on working with new and existing customers alike to help them achieve their growth ambitions.

Last month HSBC launched a £500 million SME Fund specifically to support businesses from the West Midlands, £200 million of which will be administered by Rikki's team for Birmingham businesses.

Rikki said: "Coming from the North West, it was a major decision for me to leave the Liverpool Commercial team, but the potential of Birmingham and its surrounding areas is immense and a major pull. The city boasts some fantastic innovative and ambitious companies and there is certainly a buzz of confidence around Birmingham at present, which I want my team to tap into.

"The launch of the £500 million West Midlands SME Fund, which is new money, is a clear sign of intent that HSBC wants to work with businesses to help them achieve their growth plans."

Roy Harris, HSBC Midlands Regional Commercial Director, added: “It’s a real coup to get somebody of Rikki’s calibre and experience to lead the Birmingham Commercial Team and I’m confident he’ll make a big impact. He is passionate about business and he is passionate about helping companies to grow.”

Ends

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Notes to Editors:

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HSBC Commercial Banking

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